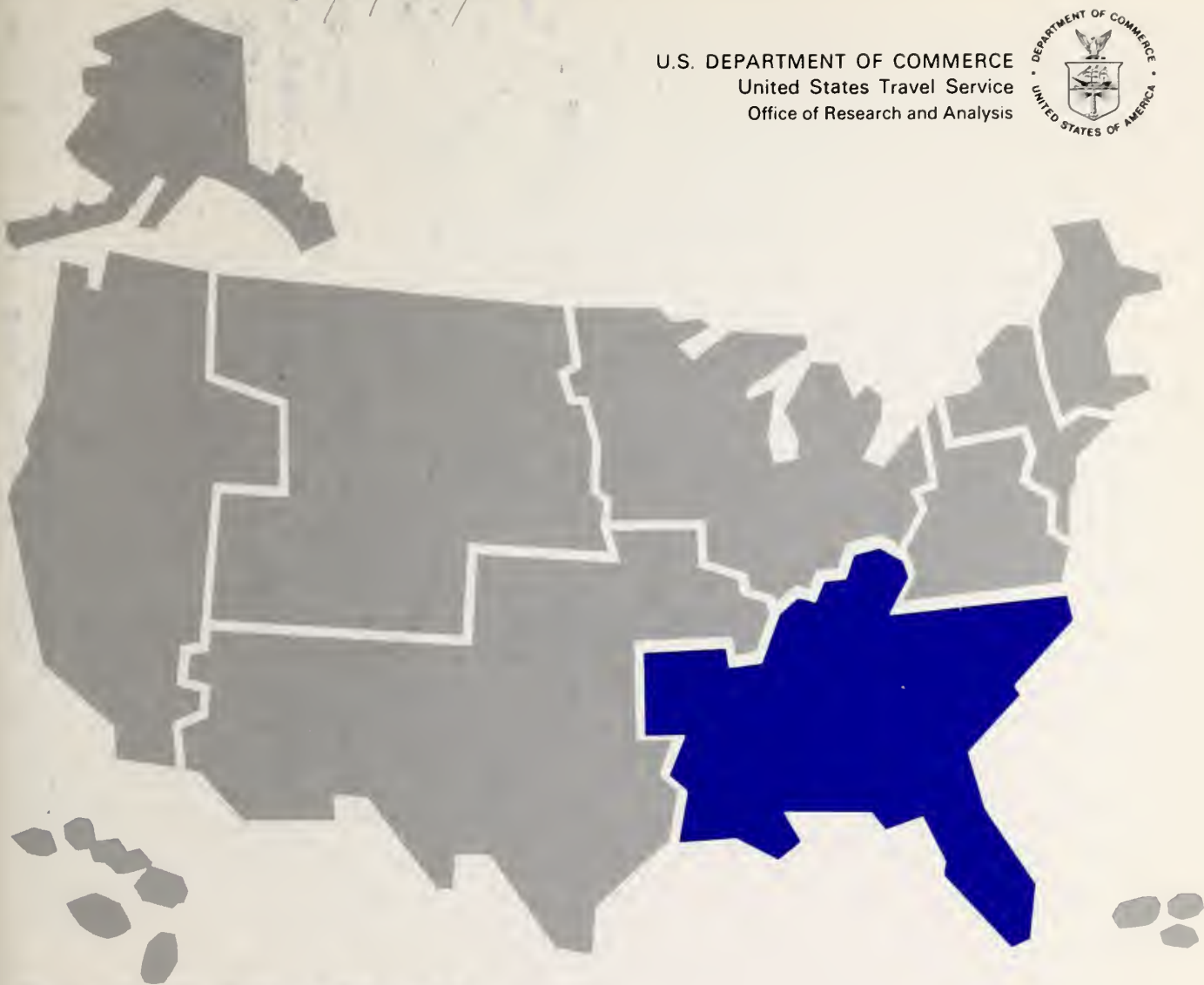


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U.S. DEPARTMENT OF COMMERCE  
United States Travel Service  
Office of Research and Analysis



# VACATION TRAVEL BY CANADIANS IN 1975

## IN THE UNITED STATES VOLUME 5 THE SOUTH





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# **VACATION TRAVEL BY CANADIANS IN 1975**

## **IN THE UNITED STATES VOLUME 5**

A study of Canadian vacation patterns:  
Characteristics of travelers and trips to each  
of the nine regions of the U.S.  
as well as to the U.S. as a whole.

Conducted by  
Traveldata International

Sponsored by  
the United States Travel Service,

the Canadian Government Office of Tourism,

the Ministry of Transport (Canada)

New Brunswick Department of Tourism

and

the Montreal Star, Ltd.

December, 1976



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## SECTION I

# HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975

### A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians in 1975" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) The New Brunswick Department of Tourism; and (5) The Montreal Star Ltd.

The survey represents the tenth in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1--**Summary Report**—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to the nine U.S. tourist regions.

Volume 1: **Summary Report** - United States

Volume 2: **New England** - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **Eastern Gateway** - New Jersey, New York.

Volume 4: **George Washington Country** - Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **The South** - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **Great Lakes Country** - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **Mountain West** - Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **Frontier West** - Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **Far West** - Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **The Islands** - American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

### B. METHODOLOGY

This survey was based on a national probability sample involving 10,500 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

**Limitations:** In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

**Canadian Arrivals:** As may be noted, data on Canadian vacation arrivals in 1974 has been revised in this survey. Previous estimates of Canadian visitor arrivals were inflated due to the misinterpretation of survey complexities and weighting techniques. The correct estimation procedure has been applied to the 1974 data so as to produce more accurate estimates than were previously available. These estimates have been used in this survey.

## C. HIGHLIGHTS OF THE FINDINGS

### 1. Canadian Vacation Travel in 1975

- Vacation travel by Canadians increased significantly in 1975, in spite of uncertain economic conditions—59% of the Canadian population vacationed in 1975, an all-time high—reversing the slight downturn recorded in 1973 and 1974.
- The growth in Canadian vacation travel in 1975 was widespread. However, the most significant upturn occurred in two regions of Canada—the Atlantic Provinces and the Prairies—apparently a recovery from a year when travel was depressed due to fuel shortages.
- The extent of multiple-trip taking remained about the same as in 1974. Two out of three travelers continued to take only one vacation trip per year.
- In 1975, 41% of Canadian adults did not take a vacation trip and among them only 15% claimed a “lack of interest” as the main reason for not traveling, “preferring activities around the home”. Most others simply were not in a position to travel, either for financial reasons, personal obligations, or because of health problems or work obligations.
- Business obligations was a key reason for individuals in the upper and upper-middle strata not to travel.
- There appears to be considerable latent interest in vacation travel among non-travelers. About 60% of the non-travelers in 1975 either have traveled in other years or would like to travel more often. Only 10% preferred not to travel at all. Interestingly, attitudes toward vacation travel differed very little between socio-economic strata.
- Trip destinations changed somewhat in 1975, favoring the U.S. In 1975, 24% of all vacation trips were to the U.S., compared with 22% in 1974—representing a recovery from 1974 when fuel shortages affected travel from Canada.
- Canada’s share of the vacation travel market remained stable in 1975, with trips within Canada accounting for 66% of all travel. The share of trips to overseas countries decreased marginally, from 12% in 1974 to 10% in 1975, mainly because of the rising cost of trans-Atlantic travel. Trips to the Caribbean maintained their share.
- Air travel to the U.S. increased in 1975 compared to 1973. However, between 1974 and 1975 usage of air travel declined from 39% to 32%. The 1974 figure was atypically high, however, due to gasoline shortages for automobile travel in 1974.
- In 1975, 20% of all “non-auto” Canadian vacation trips (or essentially trips by commercial carrier) involved inclusive package tours, an increase of 4 points during the past 4 years (when last measured).
- Canadian travelers appeared to be taking greater advantage of the services of a travel agent. In 1975, 16% consulted an agency when planning their trip, more than double the proportion in 1970 (7%).
- In 1975, 20% of all Canadian vacation trips by air were by charter. The proportion varied by destination with the highest level of air charter travel to the Caribbean at 50%, with Europe next at 38%, followed by air charter travel to the U.S. mainland at 16%.
- More Canadians appeared to be traveling to “a particular vacation spot” than in previous years, (30%), sightseeing in cities and towns (20%) and shopping (9%). Social and ethnic ties remained the prime motivation for



vacationing within Canada (47%). Canadian vacation travel within Canada for the purpose of visiting friends and relatives was 52% as compared to the 33% who did so when traveling to the U.S.

- The average expenditure per vacation trip increased from \$479 to \$554 since 1974 and, combined with an overall increase in travel, resulted in a 22% growth in total vacation spending--from \$2.4 billion in 1974 to \$2.9 billion in 1975.

## 2. Travel To The U.S. in 1975

- The U.S. received 3.3 million Canadian vacation visitors in 1975 who spent an estimated \$777 million in the U.S.
- Similar to 1974, the South and the Far West Regions each received more vacationers from Canada than any other U.S. region, (20% and 19%, respectively). Next most popular were New England (16%), Eastern Gateway (16%), and Great Lakes Country (10%), each of which borders on Canada. Among the others, Mountain West attracted 7%, U.S. Islands--5%, George Washington Country--4%, and Frontier West--2%.
- In terms of receipts, the South attained a 28% share, of total Canadian vacation travel spending in the U.S., Far West received 20%, followed by U.S. Islands (14%), Eastern Gateway (10%), New England (7%), Great Lakes Country (7%), Mountain West (6%), Frontier West (4%), and George Washington Country (3%).
- The most significant growth since 1974 in visitors to U.S. regions was recorded in Canadian vacation travel to the Eastern Gateway (+67%), the South (+43%) and Mountain West (+42%).
- In terms of receipts, greatest gains were recorded in Canadian vacation travel spending in Eastern Gateway (+65%), Mountain West (+58%), the South (+39%), and New England (+31%).
- Since 1974, Ontario and Quebec have become more important markets for the U.S. Specifi-

cally, the U.S. share of all Ontario-resident trips grew from 21% in 1974 to 24% in 1975, while the U.S. share of Quebec-resident trips reached 29% in 1975, up from 25% recorded in 1974.

- A lessening of the fuel crisis this past year rendered the automobile more viable than in 1974. Auto travel accounted for 55% of vacation trips to the U.S. in 1975, a recovery from 48% in 1974--the lowest share the motoring segment has experienced in the last decade.
- In 1975, 31% of all Canadian vacation trips to the U.S. on common carrier (or 13% of all trips to the U.S.) involved package tours.
- The travel agent played a role in planning 23% of all Canadian vacation trips to the U.S. in 1975 and, as expected, is more involved with air and bus trips than auto travel. Agents in 1975 helped plan 50% of all Canadian vacation air trips to the U.S., 29% of bus trips, and 7% of auto trips.
- 20% of all Canadian vacationers flying to the U.S. traveled on charter flights. As expected, Hawaii, Florida, and California were the most popular charter destinations.
- "Sightseeing" was the major reason given for vacationing in the U.S. (46%), followed by "spending time at vacation spots" (42%). "Visiting friends and relatives" ranked third with 33%. When viewing vacation activities between city and non-city areas, the majority favor non-city activities. Twenty eight percent of Canadians vacation here to engage in "sightseeing and doing things in cities and towns". Participation in non-city activities appealed to many more--"sightseeing in the country"(28%), "camping or tenting" (10%), and "fishing, boating or participating in other outdoor activities"(8%). (Includes multiple responses.)
- Vacationing Canadians stayed 12.2 nights in the U.S. in 1975, almost one day longer than in 1974--11.5 nights.
- The summer and winter travel markets for the U.S. were virtually the same size. In 1975,

June to September accounted for 51% of all U.S. trips. On a quarterly basis, arrivals were as follows: 1st Quarter (23%), 2nd Quarter (17%), 3rd Quarter (42%) and 4th Quarter (18%). In 1975, slightly more Canadians traveled between December and April than in the previous year, reflecting the recovery of Florida traffic.

- About half (47%) of all Canadians vacationing in the U.S. decided within 4 weeks of departure to visit the country, while others decided almost equally between 1 and 2 months prior to leaving home (20%), 2 to 4 months (15%), and over 4 months (19%). It is interesting to note that 5% of the Canadians vacationing in the U.S. did not decide to do so until after their trip began.
- As expected, those on package tours and charter flights planned their vacations earlier than those traveling independently.
- Canadians traveling to the U.S. on vacations during 1975 were asked what were their "most favorable impressions". Responses were varied and imply that the U.S. is a country with a broad base of appeals to Canadians. The **physical beauty** was most impressive to visitors--particularly the beaches and the water, as well as the scenery in general.
- Attractive to an equal number of Canadians were the "**facilities**" encountered—including accommodations, restaurants and the variety of articles and relatively low prices for the shoppers.
- Other aspects of appeal were the **weather**, **friendly people**, and **relaxed pace** in certain areas of the country, as well as **specific sight-seeing activities**, attractions, events and entertainment.
- Canadians were also asked for their negative comments, and about 58% had no unfavorable impressions to report. Of the 42% who did name some aspect of their trip which they did not like, the unfavorable impression given most often related to city conditions in the U.S., ranging from complaints of "dirtiness"

and "too much smog", to "traffic problems" and "violence".

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
  - Ontario was the major source of Canadian visitors for George Washington Country, The South, and The Great Lakes Country, while Quebec was more important to New England. Most Far West Region visitors came from British Columbia, whereas the Prairie Provinces were the major contributors to Frontier West and Mountain West tourism. Eastern Gateway states drew equal numbers of Canadians from Ontario and Quebec.
  - To spend time at a vacation spot was the most common reason for Canadians to visit New England, The South and U.S. Islands. Friends and relatives, on the other hand, were more important motivations for tourists traveling to the Eastern Gateway, The Great Lakes Region, George Washington Country and the Mountain West Region. Sightseeing in cities and towns was the most common reason for vacationing in the Far West states.
  - Most travelers to the relatively near states of New England, Eastern Gateway, George Washington Country and other bordering regions traveled by car, while the airplane appealed more often to visitors destined to California, the South and of course, the U.S. Islands.
- Canadian visitors to the U.S. who had a higher than average per capita expenditure per trip tended to:
  - reside in British Columbia, the Prairies, and Ontario;
  - visit the U.S. Islands, The South, and Frontier West;

- be 40 years of age or older;
- be English-speaking;
- be married;
- not have children living at home;
- be employed in a white-collar occupation, as a farmer or be students;
- be traveling to stay at a vacation spot, especially between October and May;
- be traveling by air;
- be on a winter vacation.
- From 1974 to 1975, there was an increase in Canadian travel to the U.S. by:
  - visitors with a head of household income of \$14,000 or over;
  - visitors aged 18 to 29;
  - visitors with a family income of \$20,000 and over;
- visitors residing in single or semi-detached dwellings;
- visitors in skilled labor occupations;
- travelers to the Eastern Gateway, The South, and Mountain West regions;
- residents from Ontario and Quebec;
- visitors who traveled by car.
- From 1974 to 1975 there was a decrease in Canadian travel to the U.S. by:
  - visitors without children living at home;
  - visitors aged 40 to 49;
  - visitors living in apartments;
  - visitors traveling by air.

## SECTION II

# CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE SOUTH IN 1975

### A. HIGHLIGHTS

During 1975, the number of Canadian vacation trips to The South was estimated at 409,000, or 20% of the total 2 million trips to the United States.

The South's share of expenditures was somewhat higher than its share of vacation trips. In 1975, Canadian vacationers spent \$777 million in the U.S., with 28%, or \$217 million spent in The South. Per capita expenditures on each trip amounted to \$313 as compared to the national average of \$236. This relatively higher per capita trip spending in The South as compared to the rest of the U.S. was mainly a function of a longer average stay in The South (19.7 nights) than in the U.S. as a whole (12.2 nights on average), as daily expenditures per adult in The South (\$20), were only marginally lower than in the nation in general (\$21).

#### 409,000 Canadian Vacation Trips To The South (+43% from 1974)

- 20% of total Canadian vacation trips to the U.S.
- The most popular region in U.S. for Canadian vacationers.

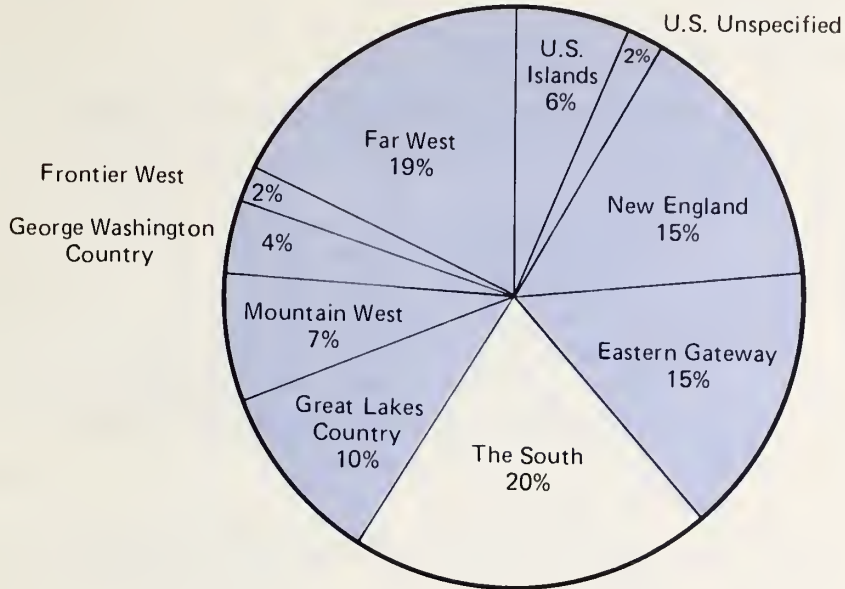
#### \$217 Million Spent In The South By Canadian Vacationers (+31% from 1974)

- 28% of total Canadian vacation expenditures in U.S.
- The largest recipient of Canadian vacation dollars
- \$313 spent per adult per trip (-15% from 1974)
- \$20 daily spending per adult per trip (-5% from 1974)
- The 31% increase in Canadian vacation spending in The South in 1975 from 1974 was primarily a function of more Canadians visiting the region (+43%), as actual spending, both on a daily and on a trip basis declined from 1974.

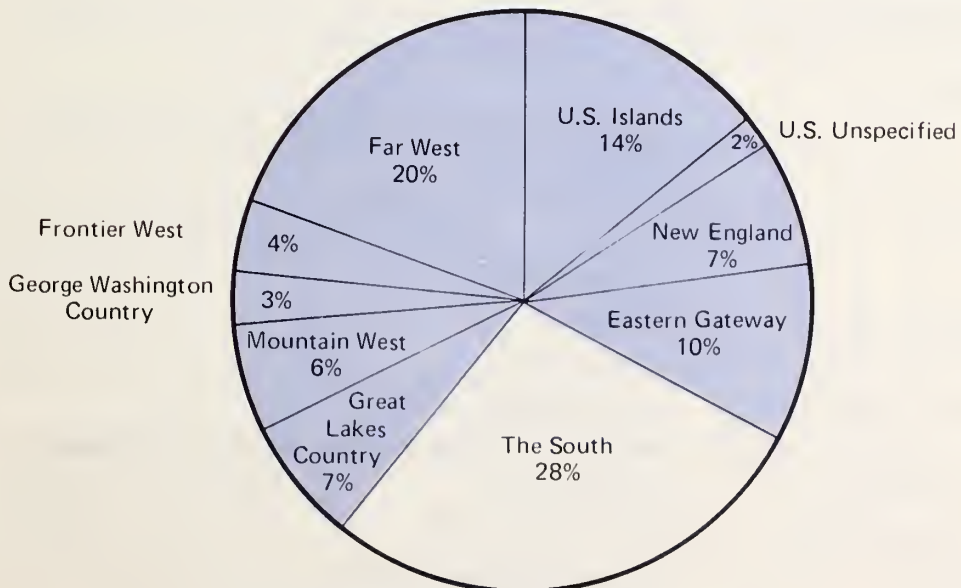


Chart 1  
CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S. 1975

Trips 2,046,000  
100%



Receipts \$777,000,000  
100%





## Profile of Canadian Vacation Travelers To The South

The Canadian traveler vacationing in The South in 1975 can be described as follows: 86% lived in cities; well over half (63%) were from Ontario; 73% spoke English; 66% owned their own homes; 56% were women; 62% were married; 49% had either attended or completed high school; 47% were employed in white collar jobs; 36% had annual family incomes of \$20,000 and over; and 67% had no children living at home.

Their travel habits can be summarized as follows: nearly half (48%) traveled to the U.S. by air; 48% traveled between January and March; 61% traveled to spend time at a vacation spot and 42% engaged in sightseeing; their average length of stay in the United States was 19.7 nights.

**TABLE 1**  
**PROFILE OF 1975 CANADIAN VACATION TRAVELERS TO THE SOUTH**

### Traveler Characteristics

<b>Residence:</b>	Urban (86%) Ontario (63%) and Quebec (29%) English speaking (73%) Population over 500,000 (51%) Ontario residence for auto visitors (69%) Ontario residence for air visitors (56%)
<b>Dwelling Status:</b>	Live in single/semi-detached dwelling (66%) Own their own dwelling (66%)
<b>Sex:</b>	Female (56%)
<b>Age:</b>	50 years and over (42%) and 18 - 29 years (29%)
<b>Marital Status:</b>	Married (62%)
<b>Education:</b>	Attended or completed high school (49%)
<b>Occupation:</b>	Professional/Mgr./Sales/White-collar (47%) and Skilled workers (23%)
<b>Family Income:</b>	\$10,000 to \$20,000 (45%) \$20,000 and over (36%)
<b>Family Composition:</b>	Adults only (67%)

### Trip Characteristics

<b>Purpose:</b>	To spend some time at a vacation spot (61%) and sightseeing (42%)
<b>Mode of Transport:</b>	Air (48%) and auto (45%)
<b>Seasonality:</b>	1st quarter (48%) and 4th quarter (23%), March (19%), February (18%)
<b>Mean Length of Stay:</b>	19.7 nights
<b>Mean Size of Traveling Party:</b>	2.78 persons
<b>Use of a Travel Agent:</b>	34% used in planning
<b>Decision Lead-Time:</b>	Planned trip within 2 months of departure (56%)
<b>Favorable Impressions:</b>	Weather (52%)
<b>Unfavorable Impressions:</b>	None recalled (61%)
<b>Accommodation:</b>	Motel (45%), Hotel (31%)
<b>Package Tours:</b>	On common carrier (28%)

## **SIGNIFICANT CHANGES IN CANADIAN VACATION TRAVEL TO THE SOUTH FROM 1974 TO 1975**

### **Increases in:**

- visitors from Quebec (22% to 31%)
- visitors from large urban centres of 500,000 + (41% to 51%)
- English-speaking visitors (67% to 73%)
- visitors occupied as skilled workers (18% to 23%)
- visitors earning \$20,000 per year family income or more (29% to 36%)
- sightseers (31% to 42%)
- visitors spending time at a vacation spot (55% to 61%)
- travelers visiting friends and relatives (20% to 25%)
- outdoors enthusiasts (13% to 18%)
- shoppers (8% to 13%)
- auto visitors (30% to 45%)
- first quarter visitors (43% to 48%)
- visitors staying 24 nights or longer (16% to 21%)

### **Decreases in:**

- auto visitors from Ontario (77% to 69%)
- visitors speaking languages other than English or French (16% to 7%)
- visitors earning less than \$7,500 per year in family income (21% to 9%)
- air visitors (53% to 48%)
- visitors by bus (12% to 5%)
- third quarter visitors (19% to 14%)
- visitors staying 12 - 23 nights (47% to 42%)

## **SIGNIFICANT DIFFERENCES BETWEEN CANADIAN VACATION TRAVEL TO THE SOUTH AND TO THE U.S. AS A WHOLE**

The South compared to the U.S. as a whole had a much higher proportion of:

- visitors from Ontario
- visitors spending time at a vacation spot
- air travelers
- first quarter visitors
- long stay visitors
- visitors using a travel agent
- visitors favorably impressed by the weather

The South compared to the U.S. as a whole had a much lower proportion of:

- visitors from the Prairies
- auto visitors
- third quarter visitors
- visitors traveling within one week of deciding to visit

## B. DETAILED FINDINGS

The Canadian vacation market for The South during 1975 is described under the following three section headings: 1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

### 1. Trips/Receipts

In 1975, The South ranked as the most popular destination for Canadians vacationing in the U.S. and also ranked first in terms of receipts generated by these visitors. The region received an estimated 20% of vacation trips from Canada and 28% of the tourist receipts during that year.

In absolute numbers, these percentages represent 409,000 vacation trips among the 2,046,000 trips to the United States in total during 1975. (An additional 68,000 Canadian trips involved one or more nights in The South en route to other regions.) Of the \$777 million spent by Canadian vacationers in the U.S. in 1975, The South received an estimated \$217 million.

In comparison to 1974, trips to The South increased 43% (from 287,000), exceeding visitor growth trends in other regions. In terms of share of trips to the United States, the gain was about 3 points - - from 17% in 1974 to 20% in 1975.

Canadian vacation expenditures growth in The South also surpassed the national rate of growth. The increase over 1974 was 31%, compared to 23% for the U.S. as a whole. (See Appendix B-1.)

The per capita spending (per adult) among visitors to The South declined by 15% from 1974, from \$367 to \$313, and daily expenditures per adult declined from \$21 in 1974 to \$20 in 1975.

While the dollar per capita per trip spending in the U.S. as a whole has remained remarkably stable over the past three years, real per capita spending of Canadians has declined slightly due to general inflation. Canadians are effectively spending less per trip to the United States. This implies that the steady growth of Canadian travel to the U.S. is crucial to maintaining the real receipts of the U.S. travel and tourism industry.

Florida was by far the most popular destination within the South; among those vacationing in the region, 82% stayed one or more nights in Florida, and 28% stayed in one or more of the other states.

Vacationers to Florida spent an estimated \$199 million in the state, up 44% from 1974. Visitor growth was even higher, however. In 1975, 338,000 Canadian trips were to Florida, up 54% from the 220,000 trips in 1974.

Chart 2  
**CHARACTERISTICS OF CANADIAN VACATION TRIPS  
 TO THE SOUTH**  
 (1975 Expenditures in U.S. Only)

Florida (392)	338,000 (17%)
Total South (481)	409,000 (20%)
Total U.S. (2,071)	2,046,000 (100%)

Vacation Trips

199,000,000 (26%)
217,000,000 (28%)
777,000,000 (100%)

Vacation  
Expenditures  
(million of \$)

Florida (392)	\$376
Total South (481)	\$313
Total U.S. (2,071)	\$236

Per Capita  
Expenditures  
on Each Trip

21.1
19.7
12.2

Average No. of  
Nights Spent

\$20
\$20
\$21

Daily Per Capita  
Expenditures



## 2. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1975 Canadian vacation travelers to The South: province of residence; residence of auto/air vacationers; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; and family composition.

### a) Province of Residence

Ontario was clearly the key market for Canadian vacation travel to The South, as well over half (63%) of all visitors vacationing in this region resided in that province. Another 29% came from Quebec, the second most important province, while the other provinces contributed very few visitors - - 9%.

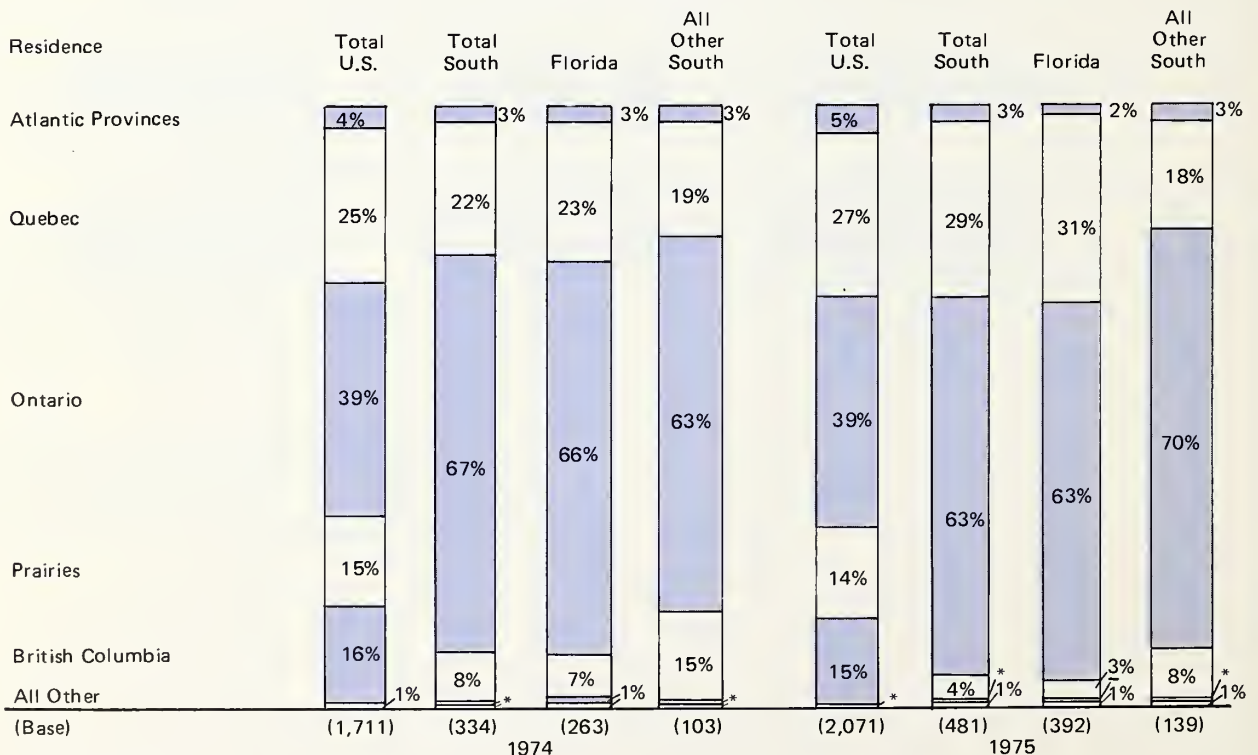
There was some change in the origin of Canadian vacationers to The South from 1974 to 1975. Ontario's share of Canadian vacationers to The South decreased from 67% in 1974 to 63% in 1975, while the share of vacationers from Quebec increased from 22% in 1974 to 29% in 1975.

Apart from a decline in the share of visitors to The South from the Prairies (from 8% in 1974 to 4% in 1975), there were no other notable changes.

Canadians visiting Florida in 1975, as in 1974, had an origin profile which was very similar to that of all visitors to the entire region. This is not surprising, in light of this state's dominance as a destination.

The other states in The South attracted a somewhat different mix of Canadian visitors in terms of province of residence. Fully 70% of Canadians whose destination was one of the other states in The South (other than Florida) came from Ontario (compared to 63% to the South overall), while only 18% came from Quebec (compared to 29% to The South overall). Also, whereas Ontario contributed relatively fewer visitors to The South in 1975 than in 1974, it actually contributed a greater proportion to the non-Florida destinations in The South (70% in 1975 compared to 63% in 1974).

Chart 3  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY RESIDENCE



\* Less than 1/2 of 1%



## b) Residence of Auto/Air Visitors

As will be detailed later, about as many Canadians traveled to The South by auto as by air. Those traveling by car or motor camper - - constituting 47% of all Canadian travelers to The South - - were more likely to be from Ontario (69%) than visitors to The South in general (63% from Ontario), and less likely to come from Quebec (24% vs. 29%).

Notwithstanding the above, there was a decline in the Ontario representation among Canadian auto travelers to The South, from 77% in 1974 to 69% in 1975, and an increase in Quebec share (from 19% in 1974 to 24% in 1975), with

virtually no change in representation from the other provinces.

Among air travelers - - who comprised 48% of Canadians vacationing in The South - - the pattern of change between 1974 and 1975 was somewhat different. The Ontario share remained virtually unchanged (56% in 1975 vs. 57% in 1974), while the increase in Quebec representation (from 25% in 1974 vs. 35% in 1975) was offset by declines in air travel share from the more distant Prairies (11% in 1974 to 5% in 1975) and the Atlantic provinces (7% in 1974 to 3% in 1975).

Chart 4  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY RESIDENCE OF AUTO VISITORS

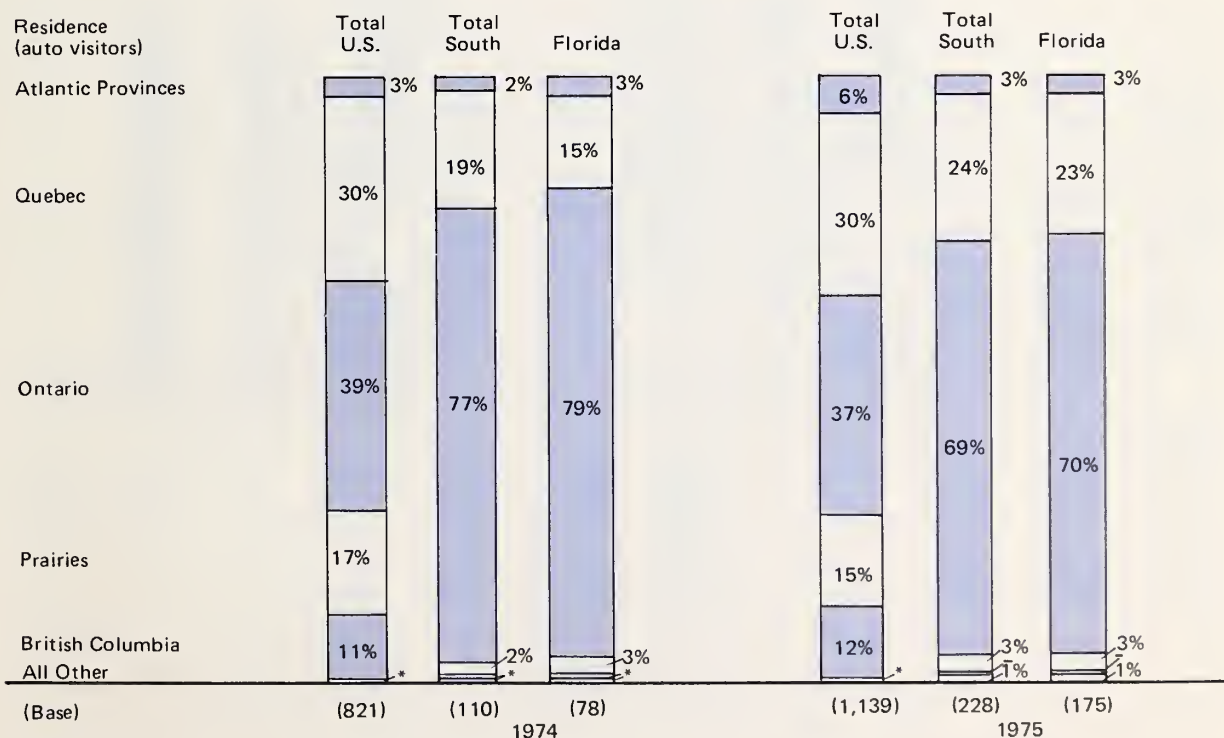
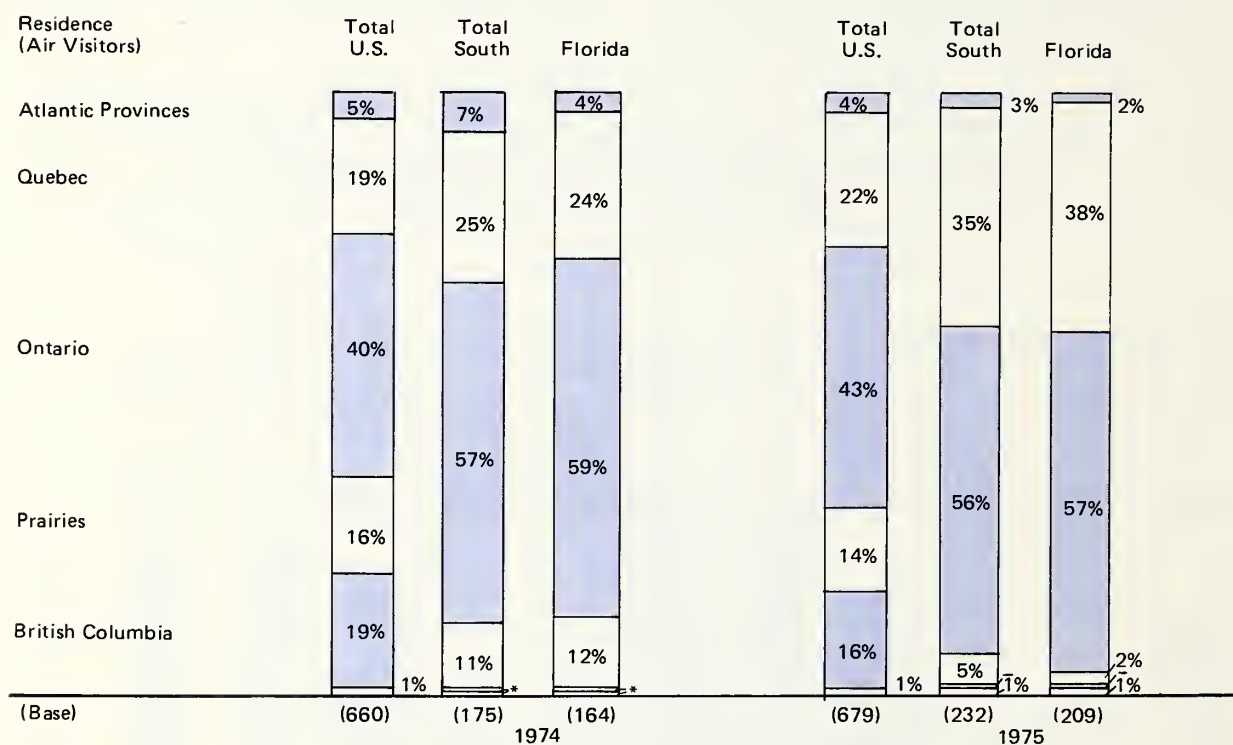


Chart 5  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY RESIDENCE OF AIR VISITORS



### c) Size of Community of Residence

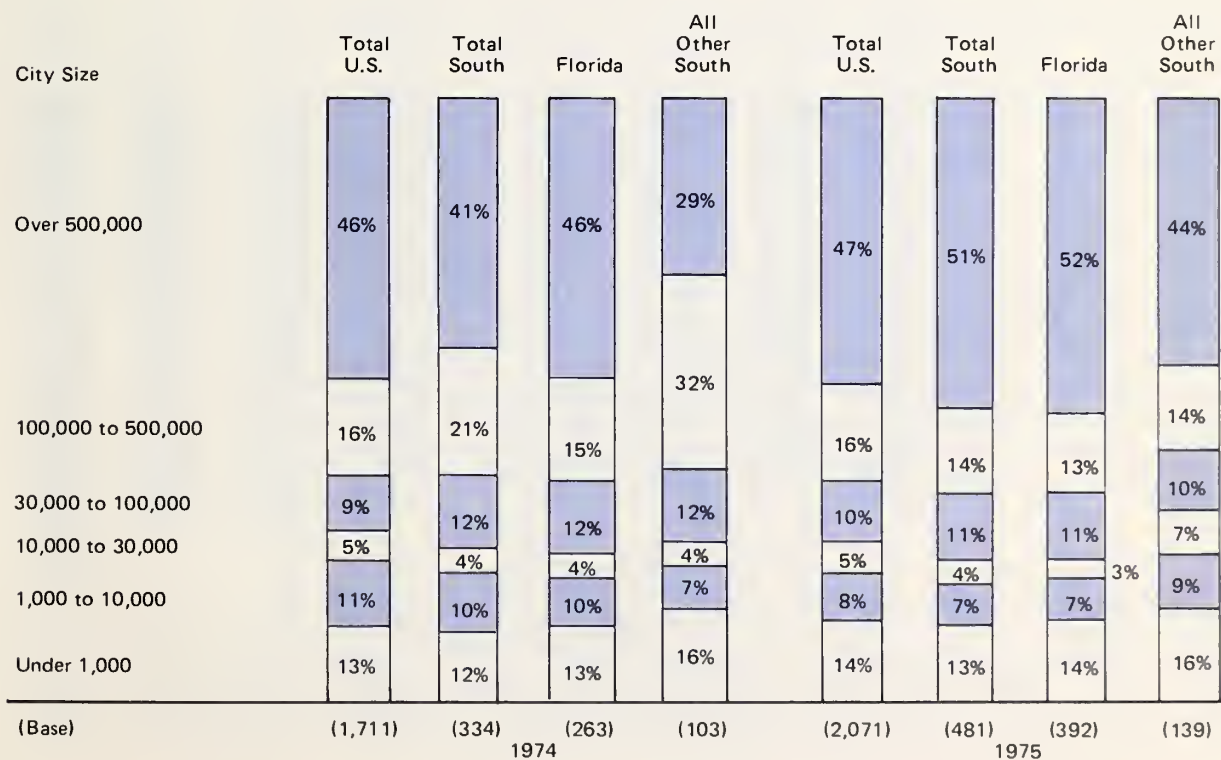
Not unlike the overall pattern of Canadian vacationers in the U.S., the market for Canadian travel to The South was primarily urban. About half of the Canadian visitors to The South (51%) resided in large metropolitan areas (500,000 + population), with another 1 in 4 living in intermediate sized communities: 14% in 100,000 to 500,000 and 11% in 30,000 to 100,000 population cities.

There was a marked increase in the number and proportion of Canadian travelers to The South from large urban areas in Canada. The urban visitor from large centers of 500,000 population and over made up only 41% of all visitors in 1974 (as well as in 1973), but in 1975 it reached

51%. While it is evident that this increase occurred in conjunction with a decrease in representation from cities of 100,000 to 500,000, the rapidity of the shift cannot be explained in terms of Canadian city growth (a slower process), so it is possibly attributable to either social or economic factors.

In comparison to the overall regional pattern, Florida's increased draw of residents from large urban centers (500,000 +), from 46% in 1974 to 52% in 1975, occurred in conjunction with a decrease in representation from considerably smaller cities. In 1975, 21% of Canadians visiting Florida came from cities smaller than 10,000 population, down from 23% in 1974.

Chart 6  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY SIZE OF CITY OF RESIDENCE



#### d) Language Spoken

While 29% of The South's Canadian visitors came from Quebec, only 18% were French-speaking residents of that province.

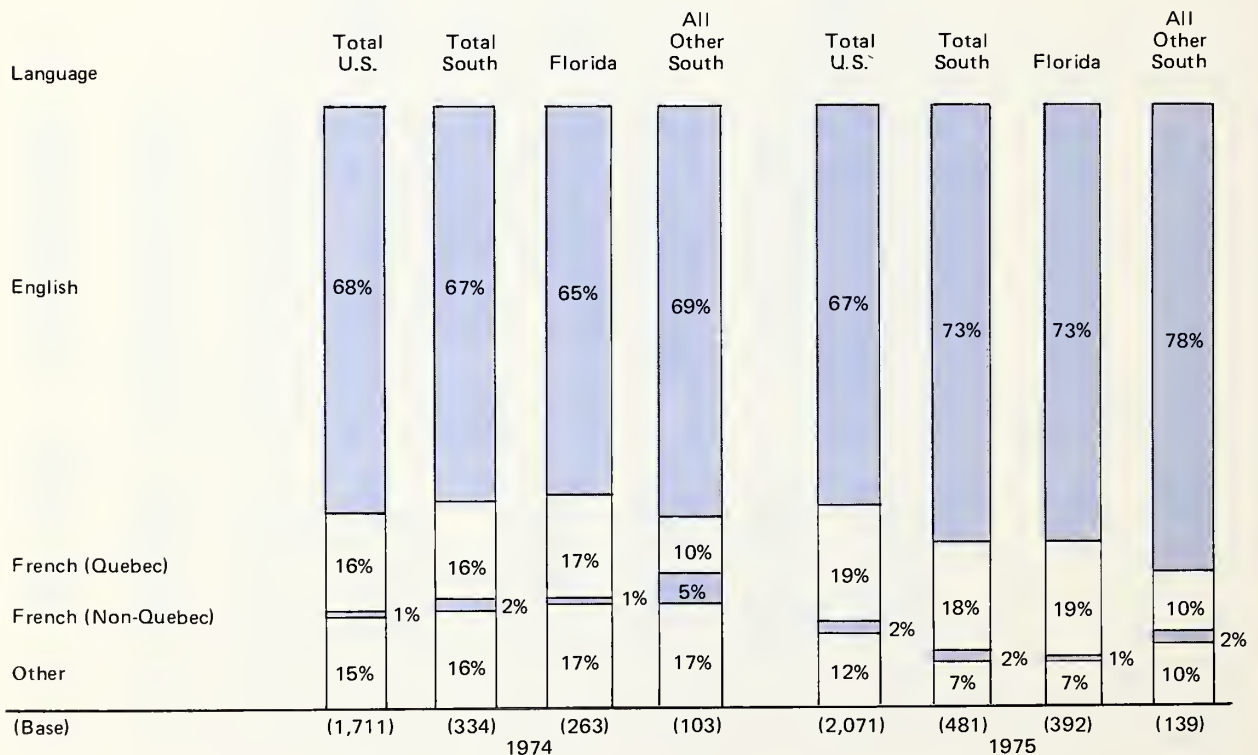
In 1974, on the other hand, 22% of Canadians visiting The South came from Quebec, and 16% were French-speaking residents of that province.

Thus, the non-French communities of Quebec contributed as many as 11% of The South's

visitors from Canada in 1975, compared to 6% in 1974. This indicates that most of the previously noted growth in share of Quebec visitors to The South occurred among non-French residents of that province.

In 1975, to a somewhat greater extent than in 1974, Florida was a more popular destination among French Canadians than were other states in the region.

Chart 7  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY LANGUAGE



### e) Type of Dwelling Occupied/Ownership

Canadian visitors to The South were not unlike most Canadians traveling to the U.S. with respect to the type of dwelling they occupied and whether or not they owned that dwelling. The majority who vacationed in The South lived in detached or semi-detached homes (65%) and owned their own homes (66%).

Those living in apartments represented 21% of

all Canadians visiting The South while 12% lived in row housing such as townhouses.

The only significant change which occurred in these proportions between 1974 and 1975 was among Canadian visitors to the states other than Florida in the region, 70%, of whom owned their own homes in 1975, compared to only 50% in 1974.

Chart 8  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY TYPE OF DWELLING

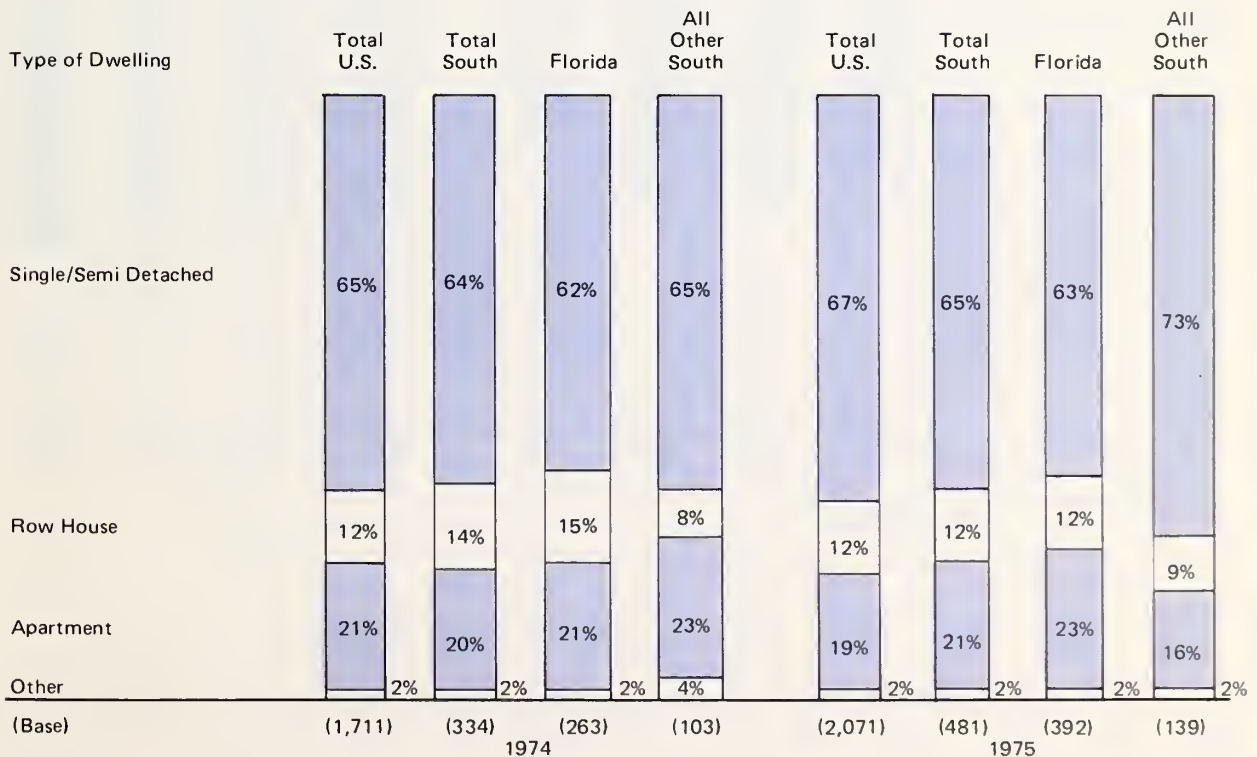
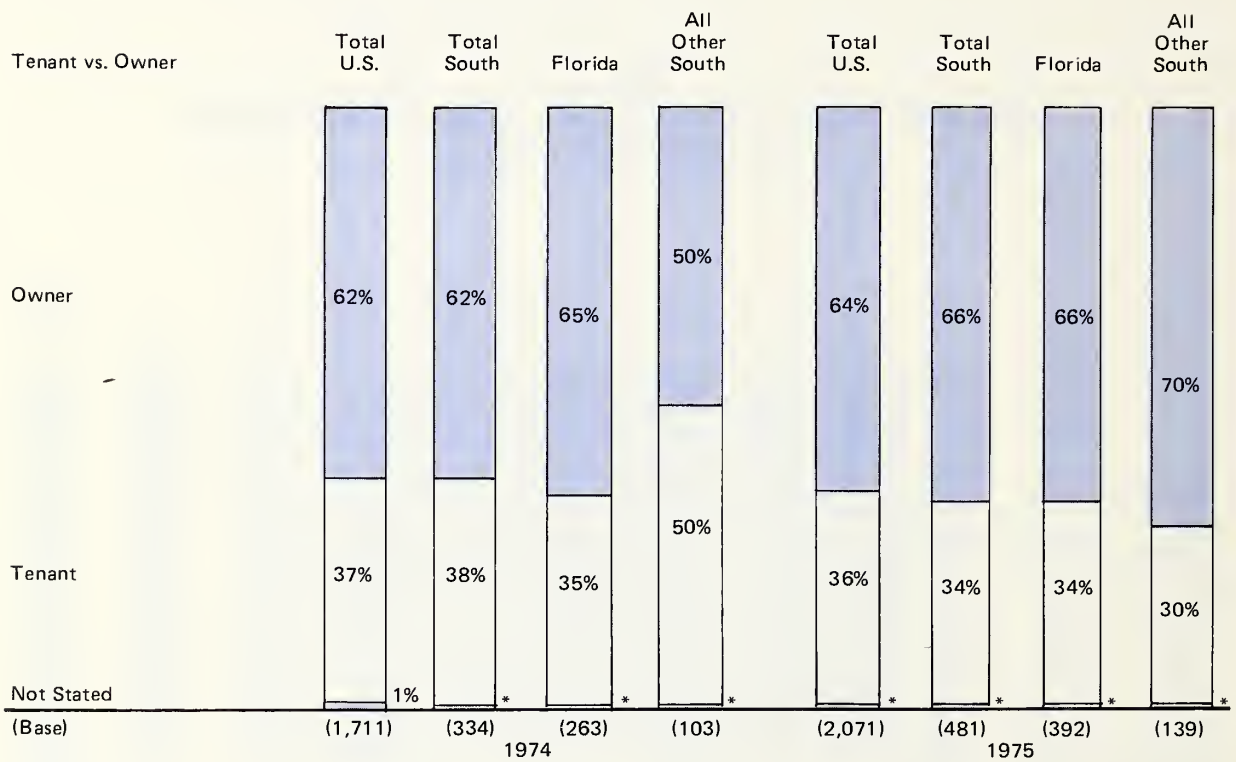




Chart 9  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY DWELLING OWNERSHIP



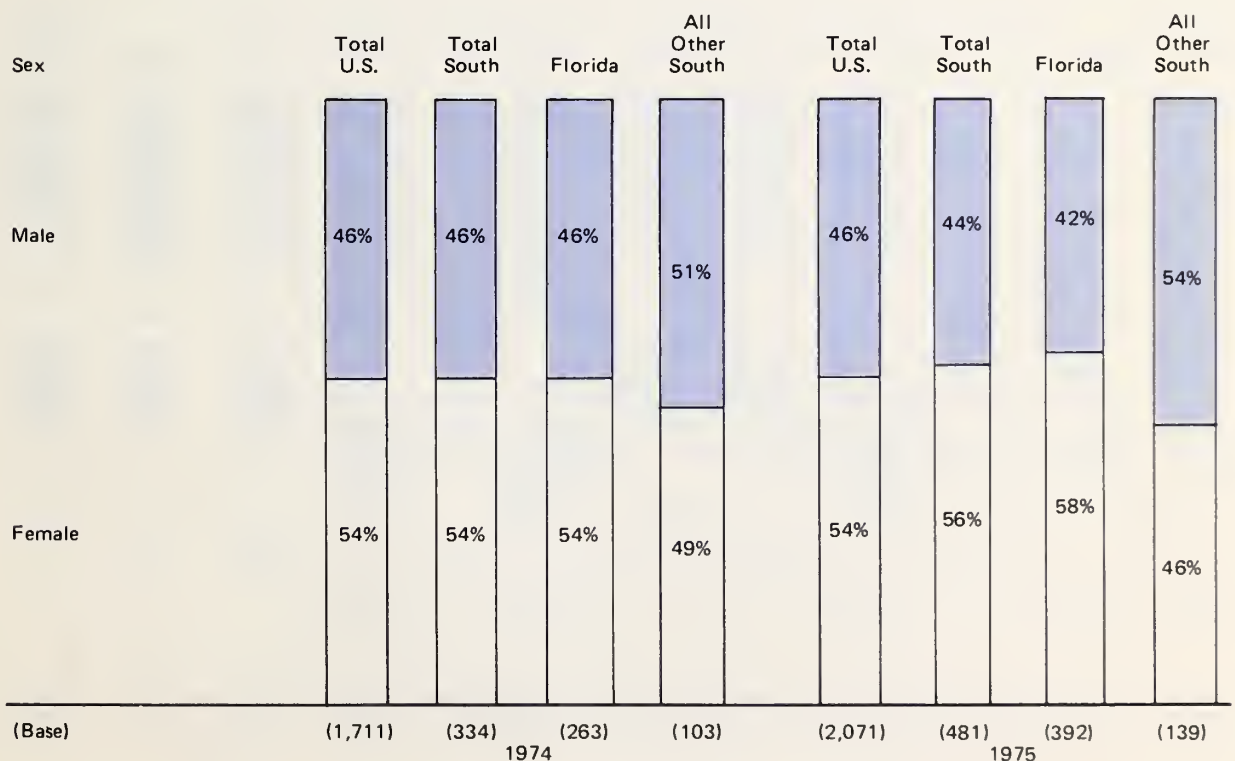
\* Less than ½ of 1%

## f) Sex

The growth in travel to The South by women between 1973 and 1974 apparently continued into 1975. Females represented well over half (56%) of all Canadians vacationing in The South in 1975, a modest increase from the level of 54% in 1974, and significantly above the 1973 share of 51%.

The proportion of total Canadian visitors represented by women is even higher for Florida (58%), but other destinations in The South were considerably less female-oriented (46%).

Chart 10  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY SEX

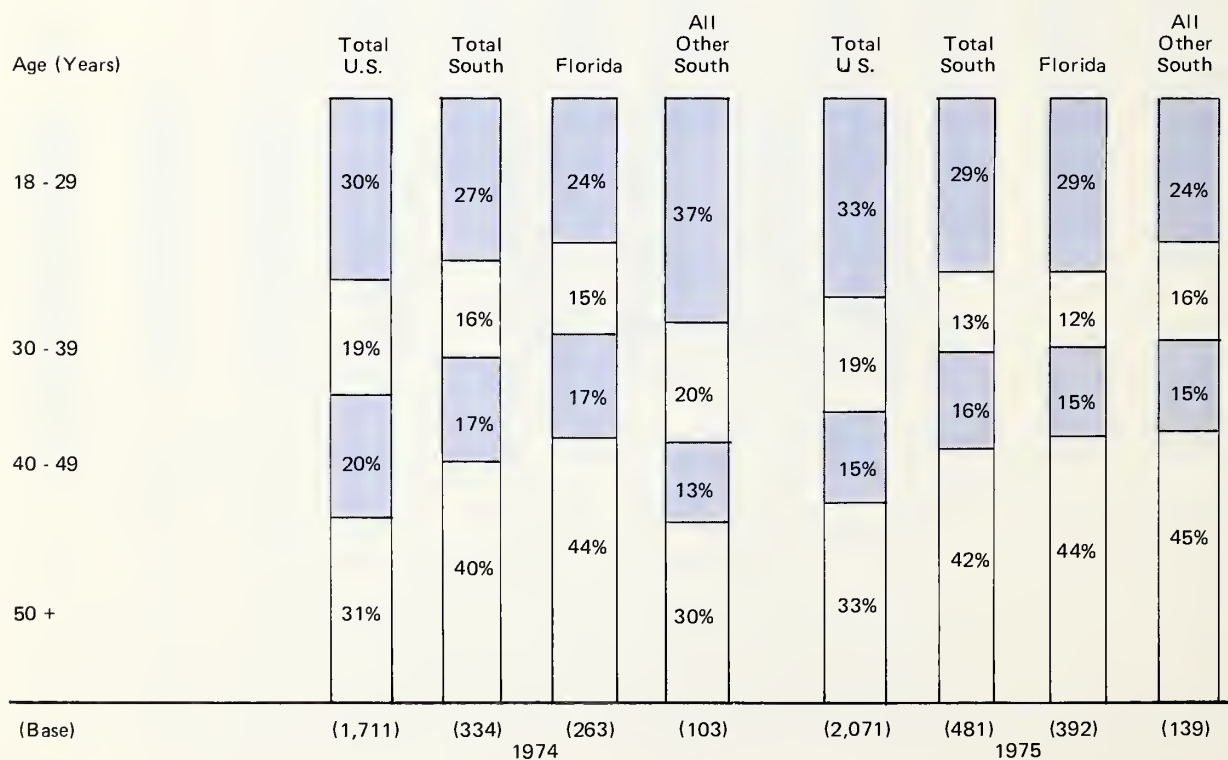


# g) Age

As in the preceeding years, Canadians visiting The South in 1975 tended to be somewhat older than those visiting the U.S. overall. In 1975, 42% of all Canadian travelers to The South were 50 years of age or older, compared to only 33% of all Canadians visiting the U.S. In addition, this segment was larger in 1975 than it was in both 1974 and 1973, when 40% and 38% respectively were 50 years of age or older.

Whereas in 1974, Canadians traveling to Florida tended to be substantially older than Canadians visiting other areas in The South, there was no such difference in 1975. In fact, a somewhat greater proportion of Florida's visitors were younger Canadians, aged 18 - 29 (29%), than was the case for other areas in The South (24%).

Chart 11  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY AGE



## h) Marital Status

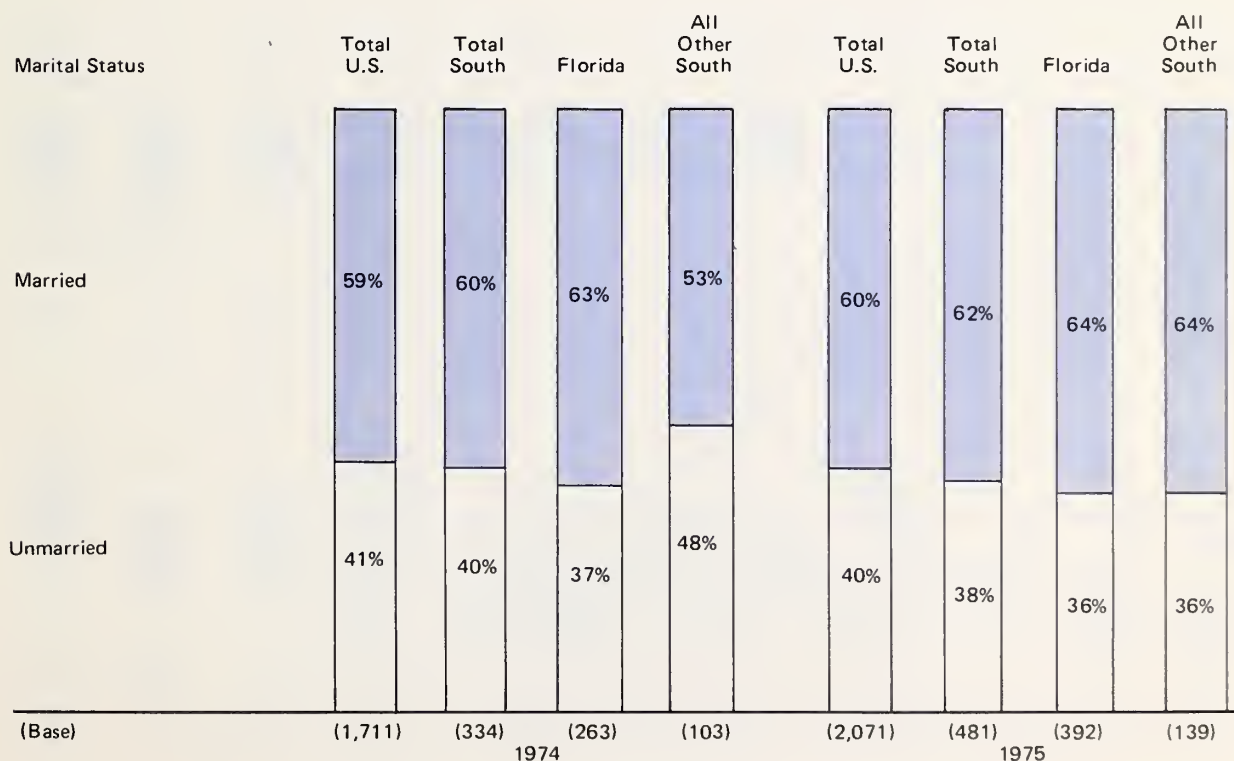
In the years 1973 through 1975, the proportion of married Canadians visiting the U.S. remained virtually constant at about 60%. Married Canadians visiting The South, on the other hand, declined substantially between 1973 (67%) and 1974 (60%) but leveled off in 1975 (62%).

Thus, whereas in 1973 The South tended to attract more married Canadians than did the U.S.

overall, there was very little difference in 1974 and 1975.

In 1975, there was no difference in marital status between Canadians visiting Florida and those visiting other areas in The South. This represents a change from 1974, when Florida was visited more frequently by married Canadians than was true for other parts of The South.

Chart 12  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY MARITAL STATUS



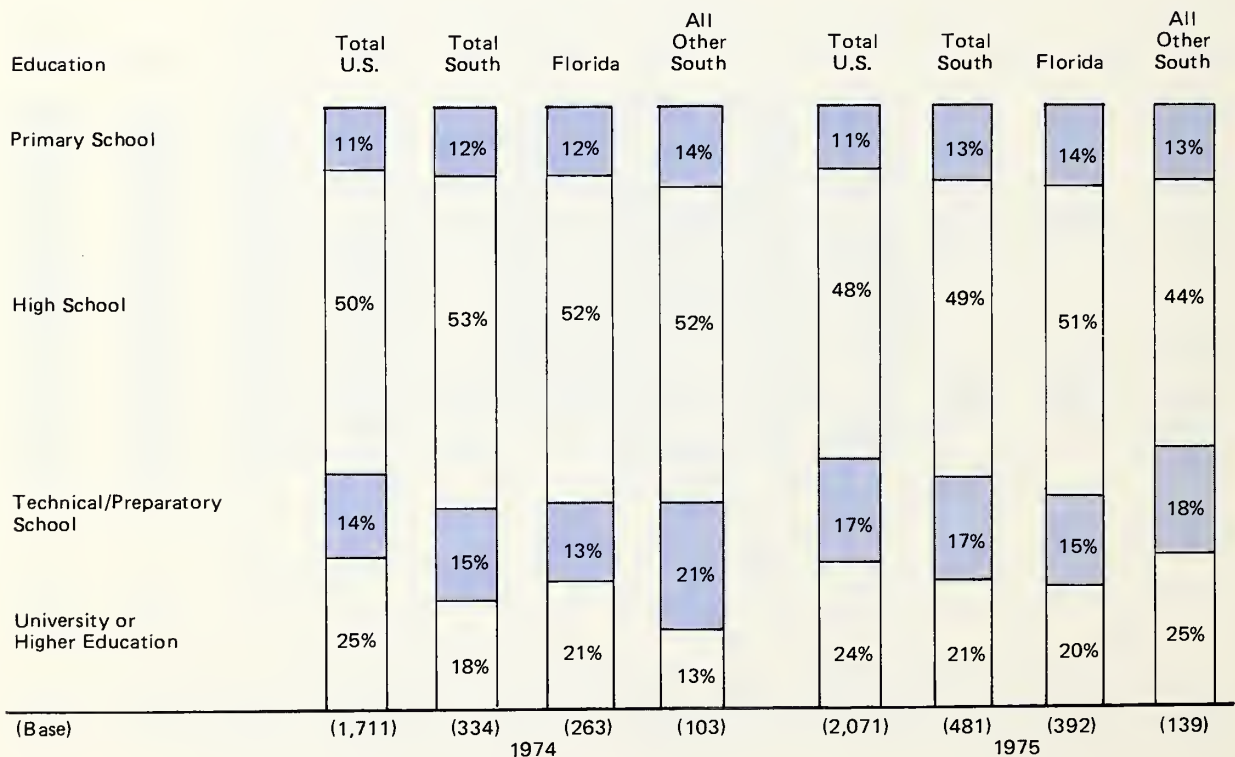
## i) Education

Despite a higher visitor income profile (as will be seen later), The South drew a slightly less well educated Canadian than did the U.S. in general in 1975, as was also the case in 1974.

In 1975, only 21% of The South's Canadian vacationers had attended university for a year or more, compared to 24% for the U.S. overall.

The proportion of the university-educated among travelers to Florida was consistent with that of the region at 20%, but the proportion of Canadian travelers who had not gone beyond high school was somewhat higher for Florida (65%) than for The South in general (62%) and the U.S. overall (59%).

Chart 13  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY EDUCATION





## j) Occupation of Head of House

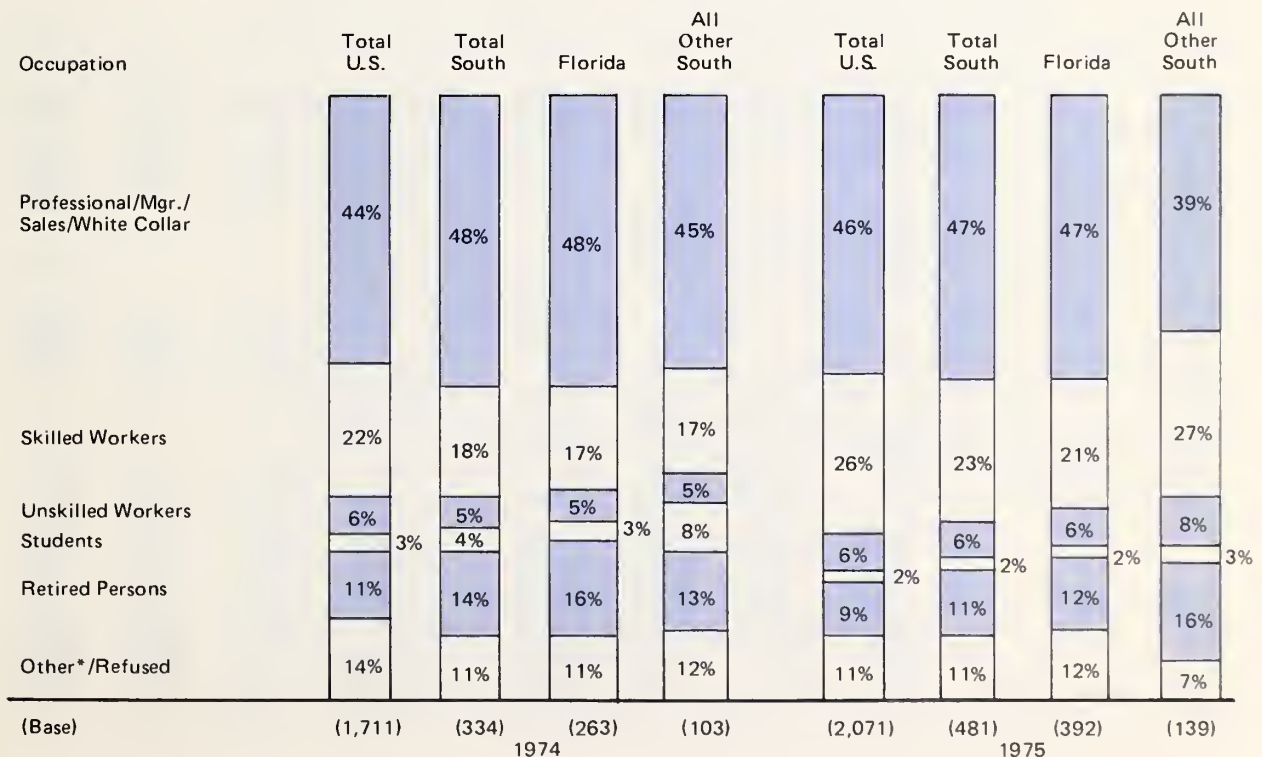
In 1975, Canadians in households where the chief wage earners were employed in white collar occupations (professionals, managers, and sales and clerical personnel) represented nearly half (47%) of The South's Canadian visitors - - 47% of the Canadian visitors to Florida, and 39% of visitors to the other states in The South.

Skilled workers represented the second largest occupational category (23%) for Canadian visitors to The South. Florida received slightly fewer from this occupational grouping (21%) than did the other states in The South (27%).

While retired Canadians were only slightly more prevalent amongst visitors to The South (11%) than to the U.S. overall (9%), it is interesting to note that they constituted a higher proportion of visitors to other states of The South (16%) than to Florida's (12%).

In general, there was very little difference between Canadian visitors to The South and to the U.S. overall in terms of occupational segmentation.

Chart 14  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY OCCUPATION OF HEAD OF HOUSEHOLD



\*Primarily Includes Housewives and Farmers

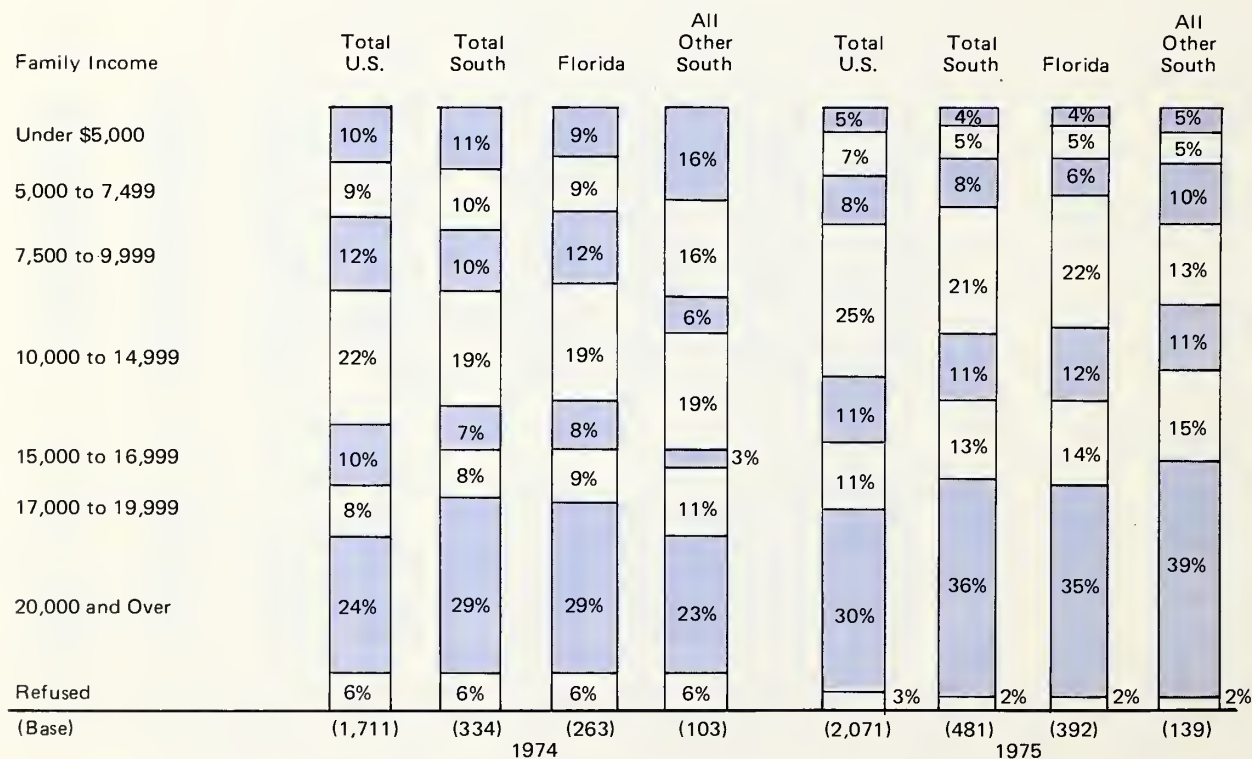
## k) Family Income

The median family income of The South's Canadian visitors was about \$17,000 in 1975, as 49% earned at least this amount. The median for Canadians vacationing in the U.S. as a whole was slightly lower, with 41% earning \$17,000 or more annually, and 52% earning at least \$15,000 per year.

Travelers to Florida, due to their dominance, closely reflected the regional income pattern, while Canadian visitors to other states in The South were marginally more upscale - - 54% earned \$17,000 or more per year.

Although in most cases traveler incomes have increased between 1974 and 1975, as have incomes generally due to inflationary forces, incomes of The South's Canadian visitors increased at a greater rate. For example, the proportion of The South's visitors who earned at least \$15,000 annually increased from 44% in 1974 to 60% in 1975, a somewhat larger increase than for visitors to the U.S. overall (42% in 1974 to 52% in 1975).

Chart 15  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY FAMILY INCOME



## 1) Family Composition

Adults with no children living at home comprised well over half (67%) of The South's Canadian visitors in 1975. The "adults only" trend has been growing since 1973 when the proportion was 54% and 1974 when the adults only segment accounted for 64%.

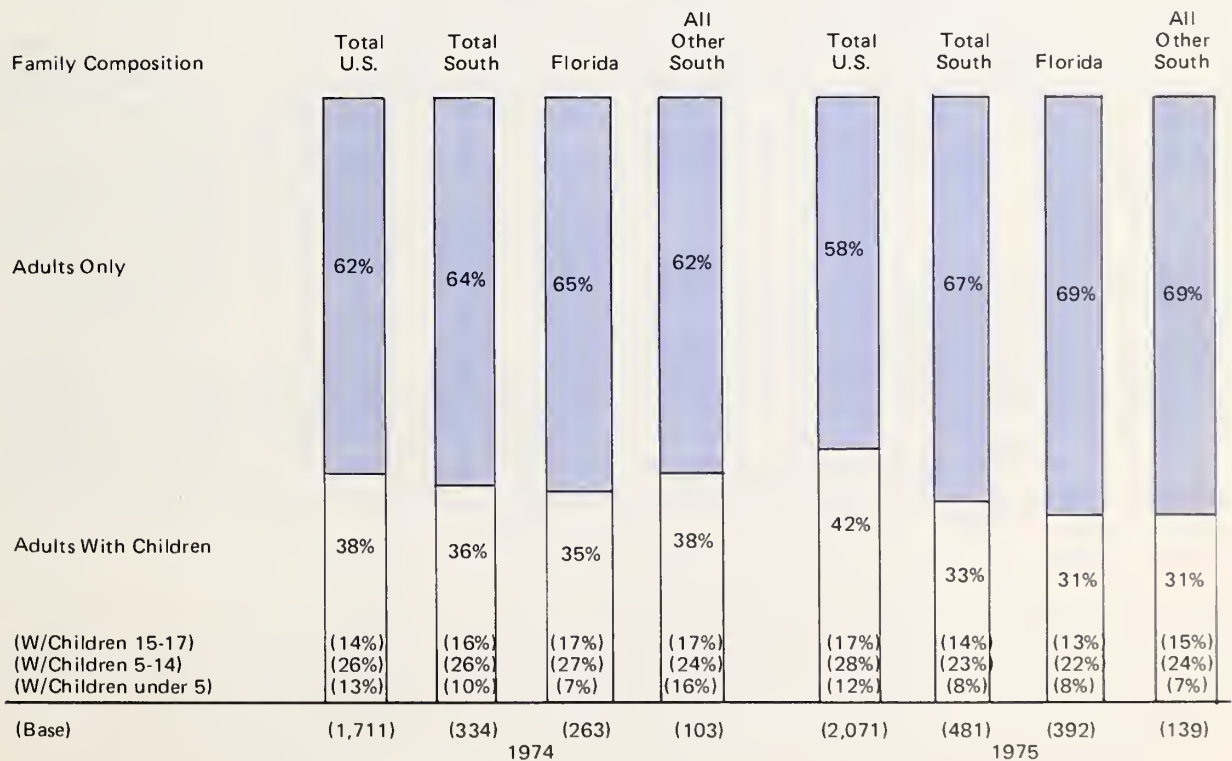
During the same period, Canadian "adults only" visitors to the U.S. as a whole grew from 56% in 1973 to 62% in 1974, but declined to 58% in 1975. Thus, compared with Canadian visitors to the U.S. overall, The South's visitors became much more adult-oriented between 1973 and 1975.

Among The South's Canadian visitors with children, 14% had family members between 15 and 17 years of age, 23% had children between 5 and 14 years of age, and 8% had children under 5 years of age.

In 1975, Florida tended to attract a similar proportion of "families" as did other states of The South, reflecting a slight change from 1974, when Florida was marginally more oriented to "adults only".

In 1975, the mean number of adults in the travel party to The South was 2.78 persons, about the same as the average for the U.S. as a whole (2.76).

Chart 16  
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1975  
BY FAMILY COMPOSITION



### 3. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1975 Canadian vacation trips to The South: purpose of trip/party size; main mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead-time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

#### a) Purpose of Trip/Party Size

Spending time at a vacation spot and sightseeing were the dominant reasons for travel to The South and were significantly more prevalent in 1975 than they were in 1974. In 1975, 61% of all Canadians vacationing in The South indicated that the main purpose of their trip was to spend time at a vacation spot, while 42% claimed that their main reason for traveling to The South was to sightsee.

In contrast, in 1974, 55% indicated that spending time at a vacation spot was the dominant reason for travel to The South, while only 31% considered sightseeing to be their primary reason for visiting The South.

As might be expected, spending time at a vacation spot was much more popular among The

South's Canadian visitors (61%), and particularly Florida's (66%), than among Canadians visiting the U.S. overall (42%). Sightseeing, on the other hand, while remaining the highest motivator among Canadians visiting other areas of The South (56%), was of significantly lower appeal to Florida's visitor (38%).

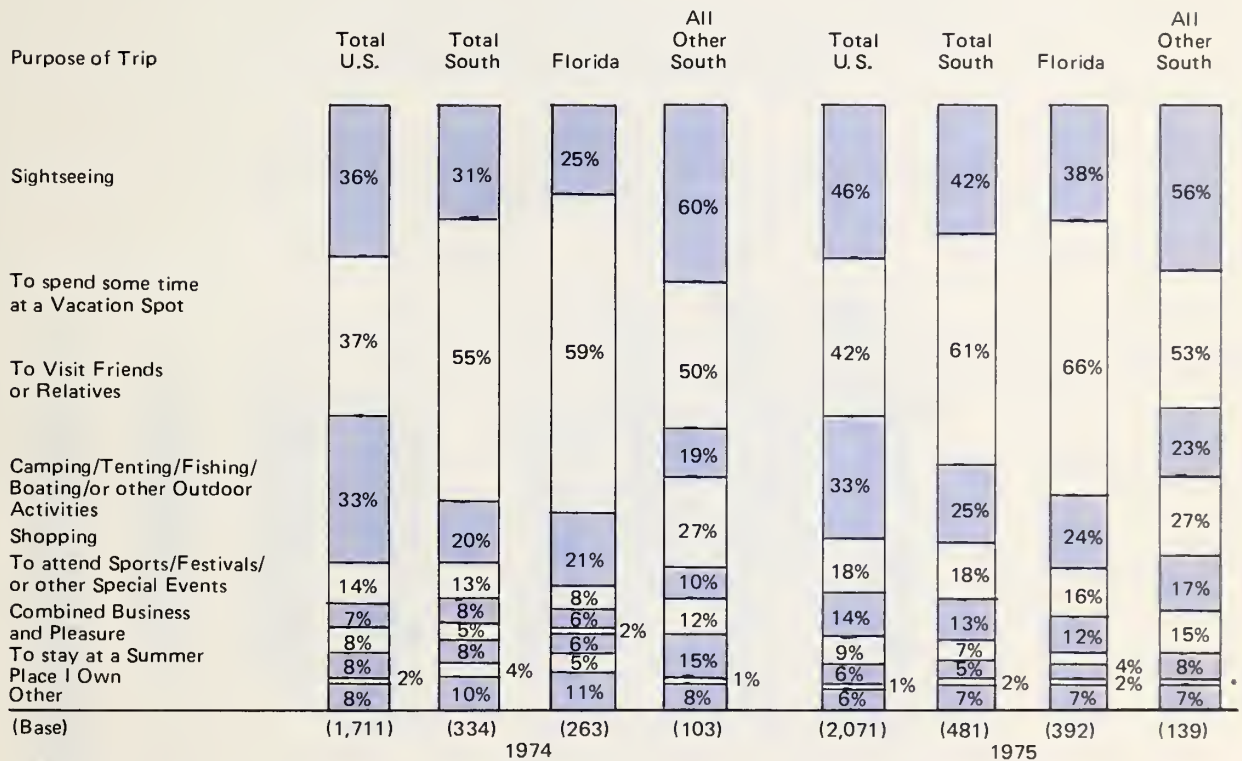
Visiting friends and relatives was the key attraction to 25% of Canadian travelers to The South in 1975, a somewhat higher proportion than the 20% who cited this reason in 1974, but still below the 33% of Canadians traveling to the U.S. overall.

Eighteen percent (18%) of Canadians vacationing in The South, as in the U.S. overall, engaged in outdoor activities, including camping. The popularity of these activities in The South was higher in 1975 than in 1974 (13%), primarily the result of a significant shift in Florida's visitors who engaged in outdoor activities much more frequently in 1975 (16%) than in 1974 (8%).

During 1975, the average Canadian party vacationing in The South consisted of 2.78 adults, an increase from 2.48 in 1974, and comparable to the U.S. overall (2.76 adults). (See Appendix B-2).



Chart 17  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY PURPOSE OF TRIP



\* Less than 1/2 of 1%

Note: Totals add to more than 100% due to multiple responses

## b) Main Mode of Transport

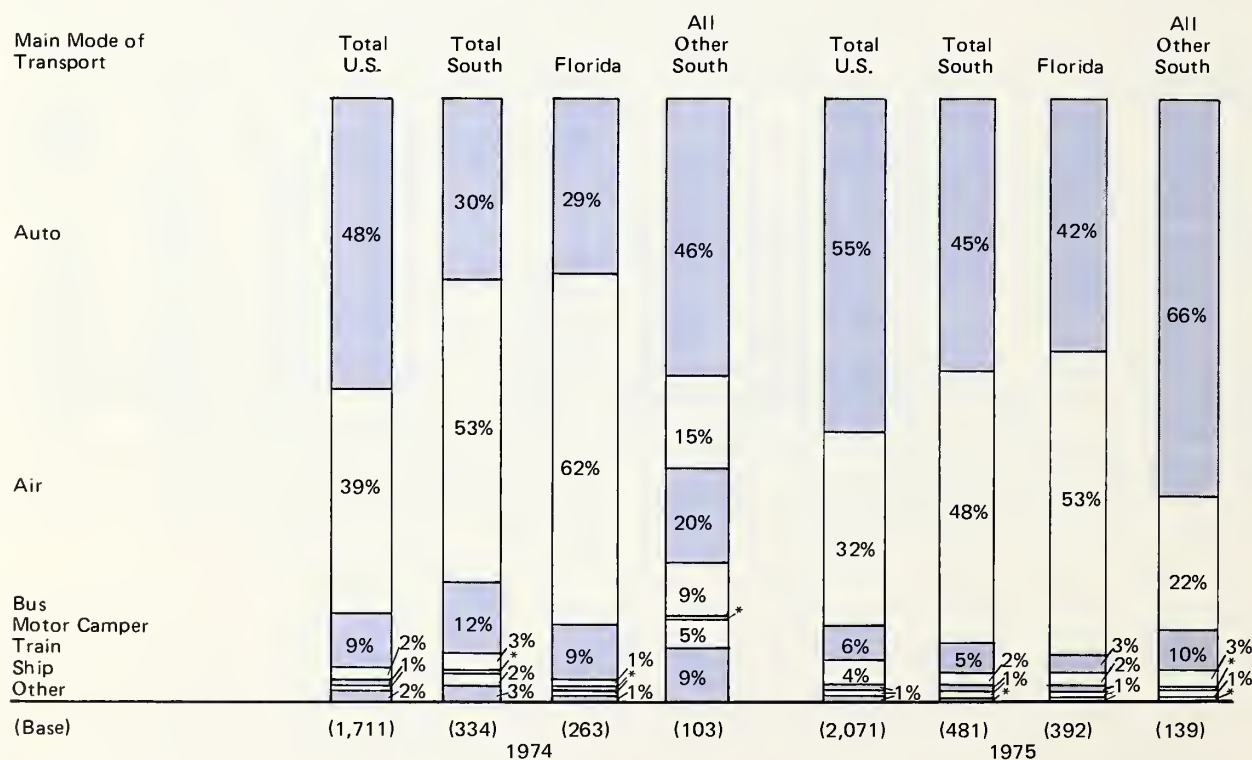
Air travel was the dominant mode of transportation for Canadians vacationing in The South in 1975, accounting for 48% of all trips to that region as compared to the 32% of Canadian vacationers who flew to the U.S. in that year.

As could be expected with the easing of the energy situation, the proportion of air trips to the total United States by Canadian vacationers declined from 39% in 1974 to 32% in 1975. However, the 1975 proportion of air trips (32%)

still surpassed the 1973 level of 23%. Although this pattern was also evident among travelers to The South (41% in 1973, 53% in 1974, and 48% in 1975) and Florida, it did not hold true for the other states in The South which experienced a continued increase in air travel beyond the 1974 level - - from 10% in 1973, to 15% in 1974, and finally to 22% in 1975.

The increase in auto travel came at the expense of bus travel, which declined among Canadian vacationers from 12% in 1974 to 5% in 1975.

Chart 18  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY MAIN MODE OF TRANSPORT

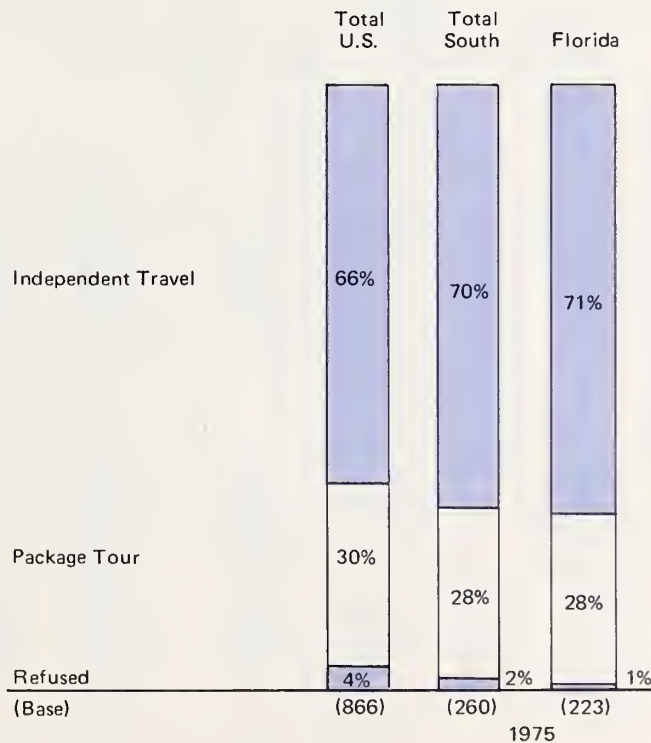


### c) Use of Package Tours

Among those who traveled by common carrier to The South (53%), packaged tours (where "accommodation, transportation fares and other arrangements are purchased for one package

price") were bought by 28%, about the same proportion as for Canadians traveling by common carrier to the U.S. overall (30%).

Chart 19  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY USE OF PACKAGED TOURS



#### d) Seasonality

As the following two charts indicate, The South was clearly a winter destination for Canadians in 1975. As many as 48% of all Canadian vacationers traveled to the region during the first quarter, with 19% specifically choosing March and another 18% traveling in February. The comparable figures for the U.S. overall were considerably lower with only 23% traveling during the first quarter and only 9% during March and 8% during February.

December was the third most popular month of travel among Canadian visitors to The South (14% of the trips), followed by January (10%). The summer months of July to September attracted only 14% of all The South's 1975 Canadian vacationers.

Since 1974, the first quarter peak in the visitor curve has become even more pronounced. In 1974, 43% vacationed in The South during January, February, and March, as compared to 48% in 1975. Similarly, the December share increased from 10% in 1974 to 14% in 1975.

The first quarter also attracted a larger share to both Florida and the other states in The South region. In Florida, 54% of all Canadian visitors to the state vacationed during that period, up from 50% in 1974. In the other southern states, 36% visited during the first quarter, an increase from 21% in 1974, when non-Florida destinations in The South experienced a third quarter peak in travel (37%) rather than the first quarter peak which appeared in 1975.

Chart 20  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY SEASONALITY (QUARTERLY)

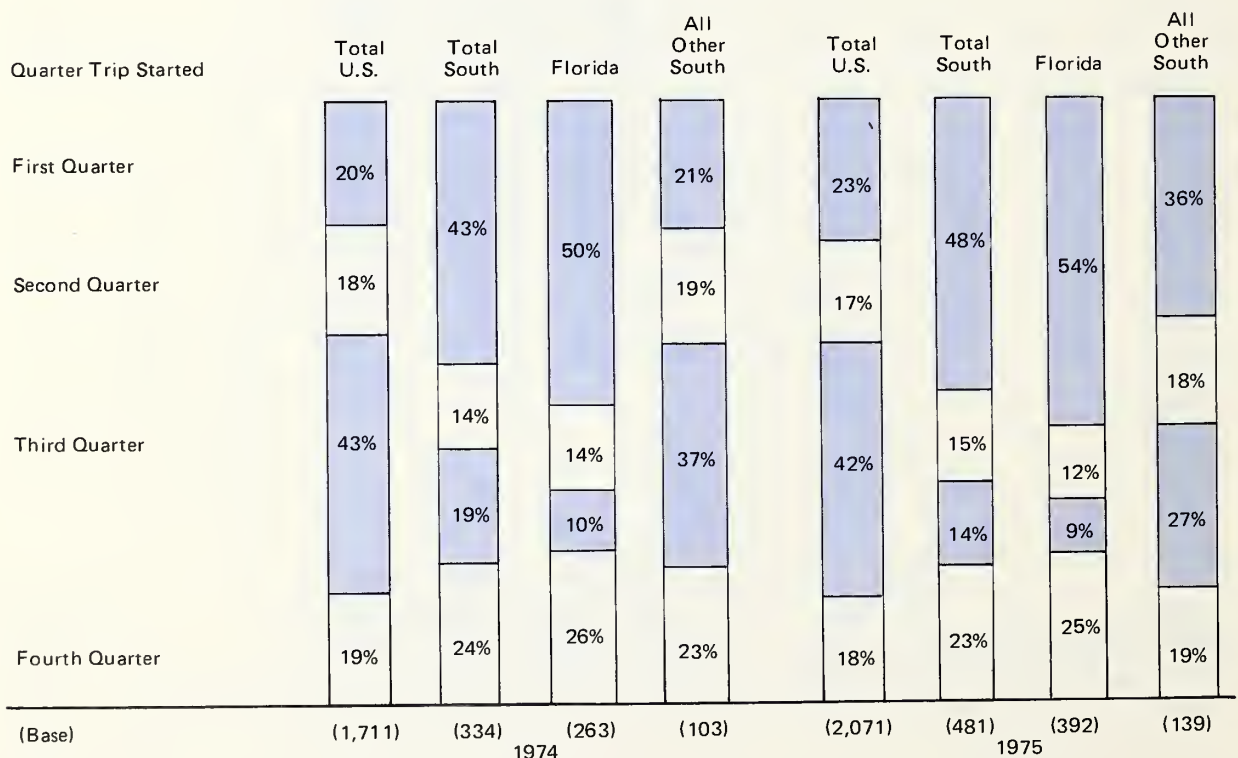
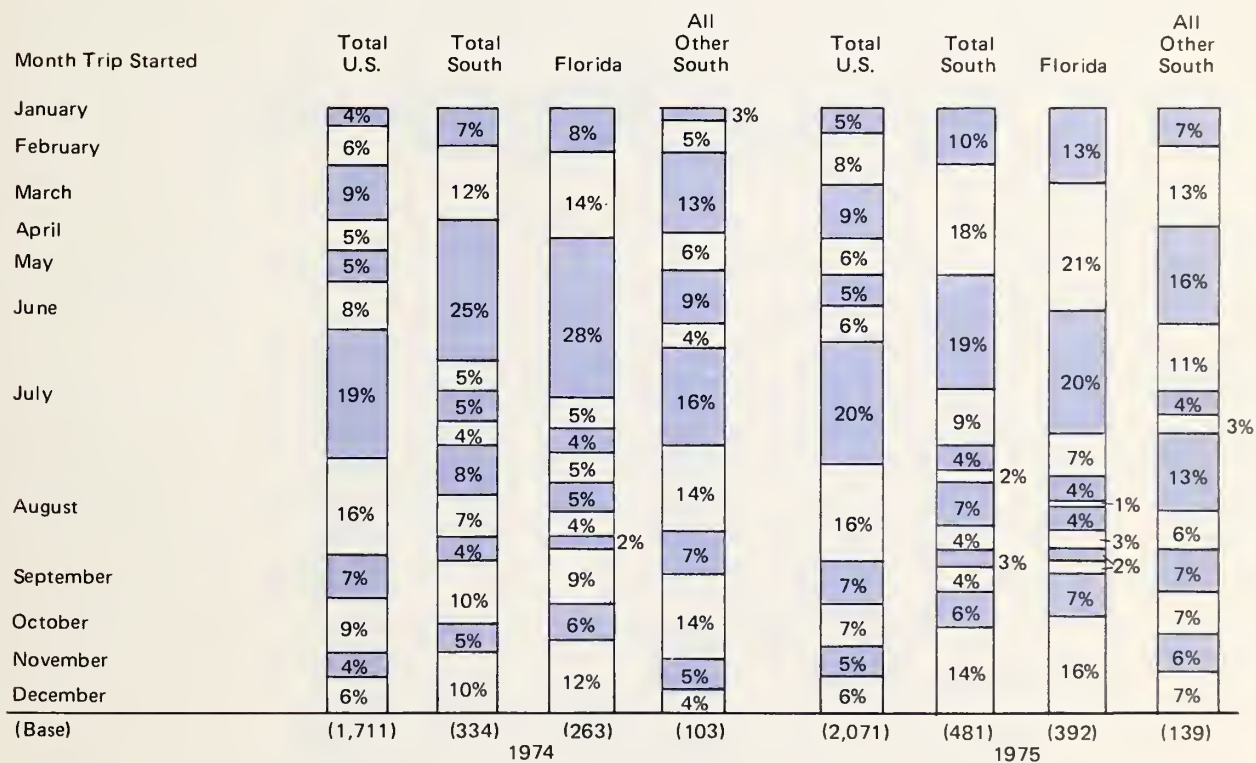


Chart 21  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY SEASONALITY (BY MONTH)





### e) Accommodation

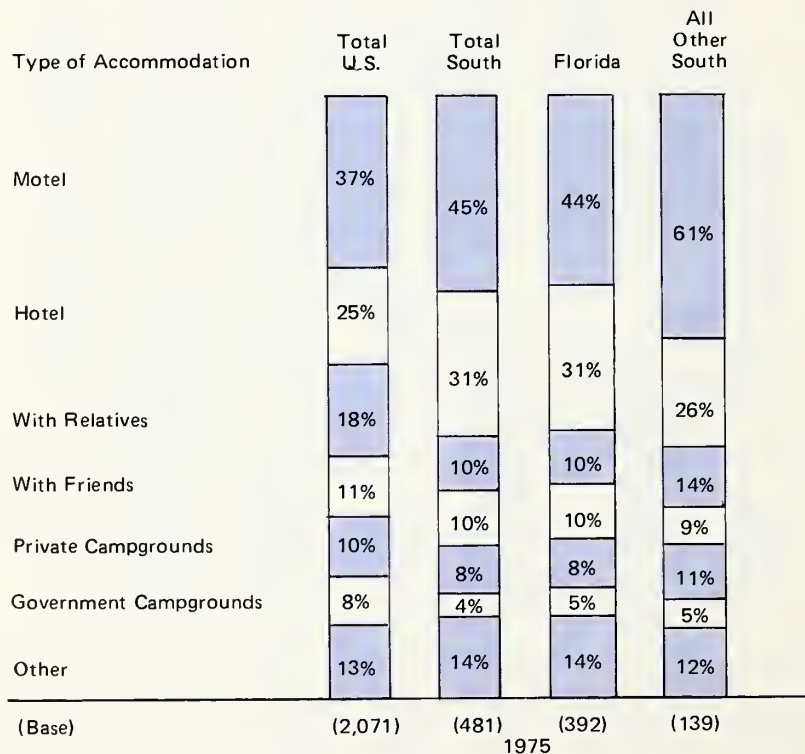
The motel was the most popular type of accommodation among The South's 1975 Canadian visitors (45%), followed by hotels (31%). Both of these forms of accommodation in The South were more frequently used by visiting Canadians than was the case for the U.S. as a whole.

Another 10% indicated that they stayed with relatives (compared with 18% for the U.S. overall), while an equal 10% stayed with friends.

Camping was somewhat less popular among Canadians visiting The South (8% in private and 4% in public campgrounds) than it was among visitors to the U.S. overall (10% and 8% respectively).

The accommodations used by visitors to Florida followed the regional accommodation pattern, while in some other areas of The South, the popularity of motels was even more accentuated (61%).

Chart 22  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY TYPE OF ACCOMMODATION



Note: Totals add to more than 100% due to multiple responses

## f) Length of Stay

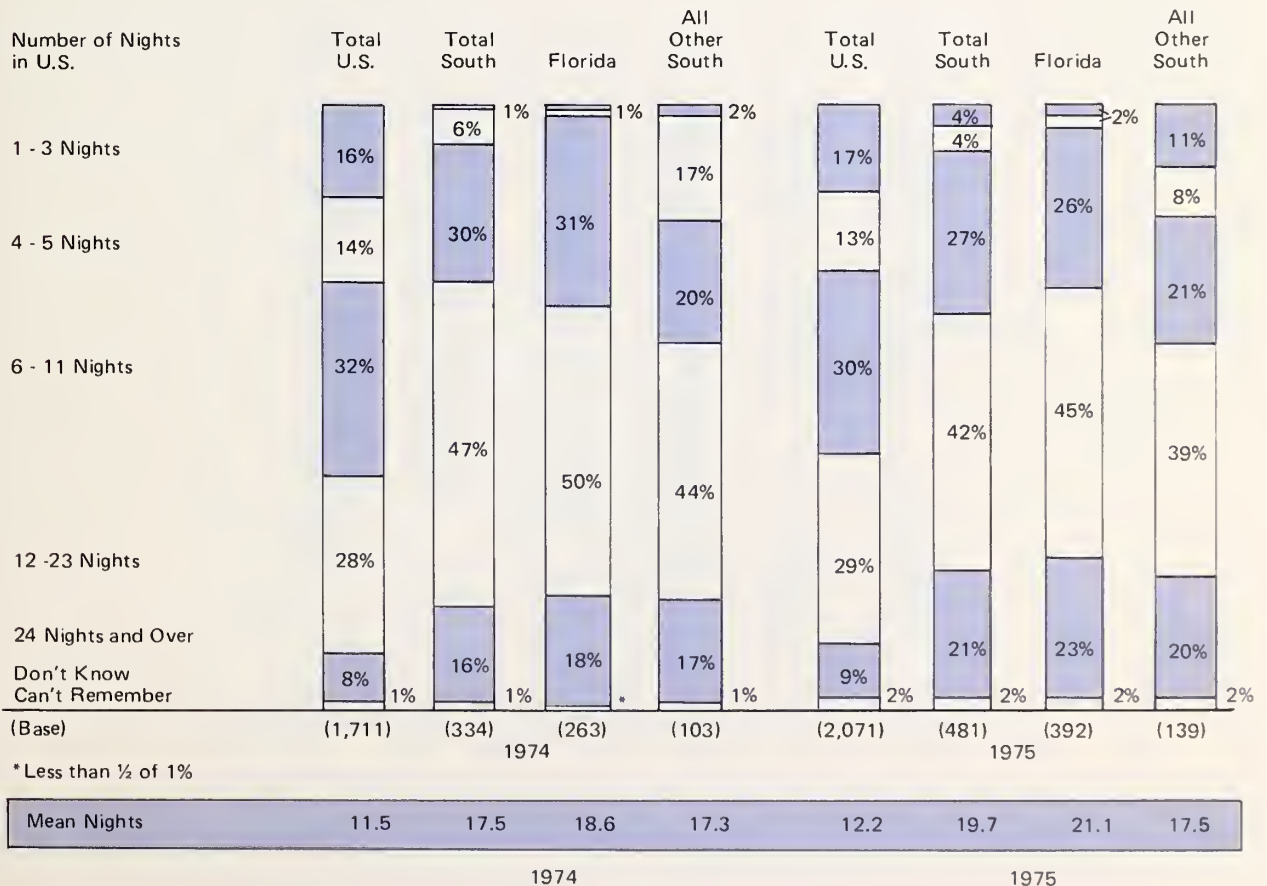
In 1975, Canadian vacationers to The South stayed an average of 19.7 nights in the United States, well above the national average of 12.2 nights. Furthermore, the 1975 length of stay was longer than it was in 1974 when The South's visitors stayed 17.5 nights.

The most popular length of stay among visitors to The South was 12 to 23 nights (42%), followed by 6 to 11 nights (27%). An additional 21% stayed 24 nights or longer, as compared to only 9% of all Canadians who visited the U.S. overall who stayed that long.

The longer average stay was apparently the result of more vacationers staying 24 nights or longer in 1973 than in 1974, as the chart illustrates.

Florida was more often the benefactor than other areas in The South of long visits by Canadians, probably because of its higher incidence of packaged tour usage. Thus, the average length of stay among Canadian vacationers in Florida was 21.1 nights in 1975, compared with a somewhat shorter stay of 17.5 nights for those vacationing in other states in The South.

Chart 23  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY LENGTH OF STAY



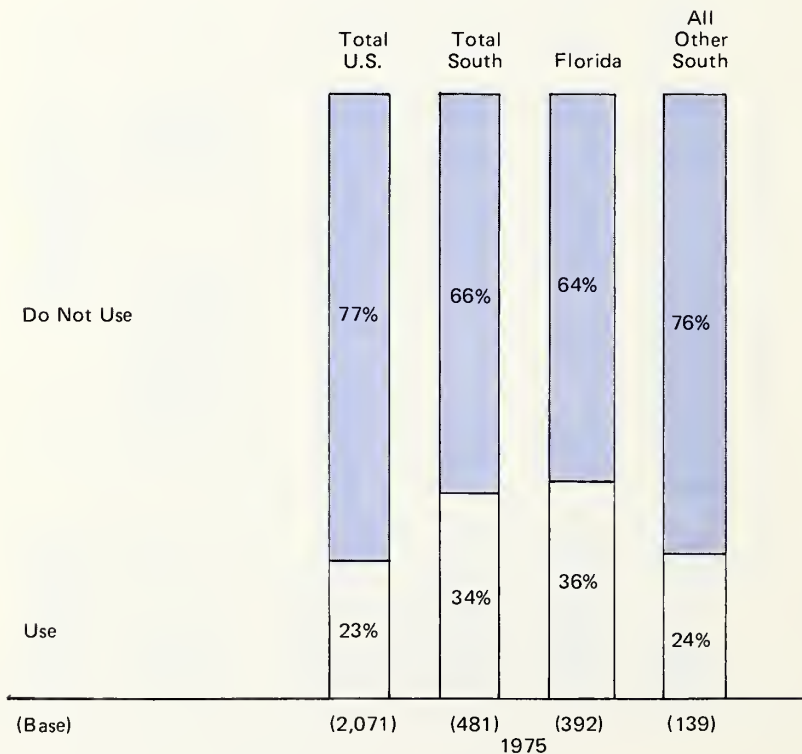
### g) Use Of A Travel Agent

In total, 34% of the Canadians vacationing in The South in 1975 made use of an agent while planning their trips. This relatively high inclination to use travel agents undoubtedly was because of the popularity of air travel to The South, as auto travel typically does not involve the services of a travel agent.

Overall, 23% of all Canadians vacationing in the U.S. used the services of a travel agent in some way while planning their trip.

Among visitors to Florida, 36% used a travel agency when planning, while among the more auto-oriented vacationers to other areas of The South, 24% used a travel agency.

Chart 24  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY USE OF A TRAVEL AGENT



## h) Decision Lead-Time

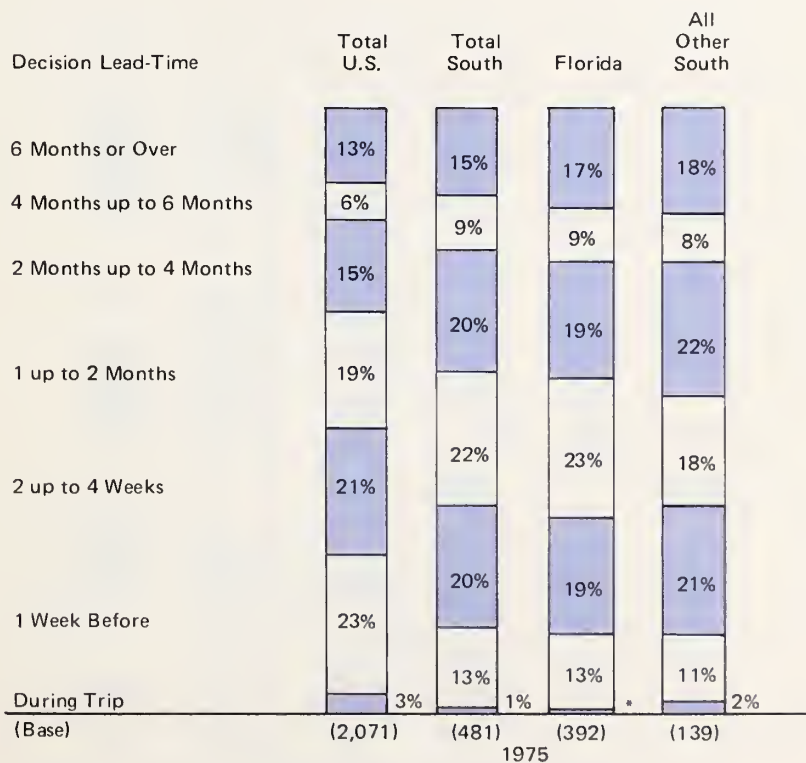
Most Canadians vacationing in The South planned to visit the U.S. within 2 months of departure (56%). More specifically, 14% indicated that they made their decision within 1 week of departure or during the trip, 20% decided between 2 and 4 weeks before departure, and another 22% indicated that they made their decision between 4 weeks and 2 months before leaving on their trip.

However, and perhaps understandably, in view of the longer stays, the decision lead-time for travel to The South was generally longer than for Canadian travel to the U.S. overall. Thus,

44% of The South's Canadian visitors planned their trip at least 2 months in advance, as compared to only 34% of Canadians visiting the U.S. overall who exhibited such foresight.

Interestingly, a trip to Florida in comparison with other areas in The South did not involve a longer decision lead-time. While 55% of all Canadians vacationing in the state of Florida decided to visit the U.S. within 2 months of departure, only slightly fewer, 52%, visitors to other areas in The South made their decision within this period.

Chart 25  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY DECISION LEAD-TIME



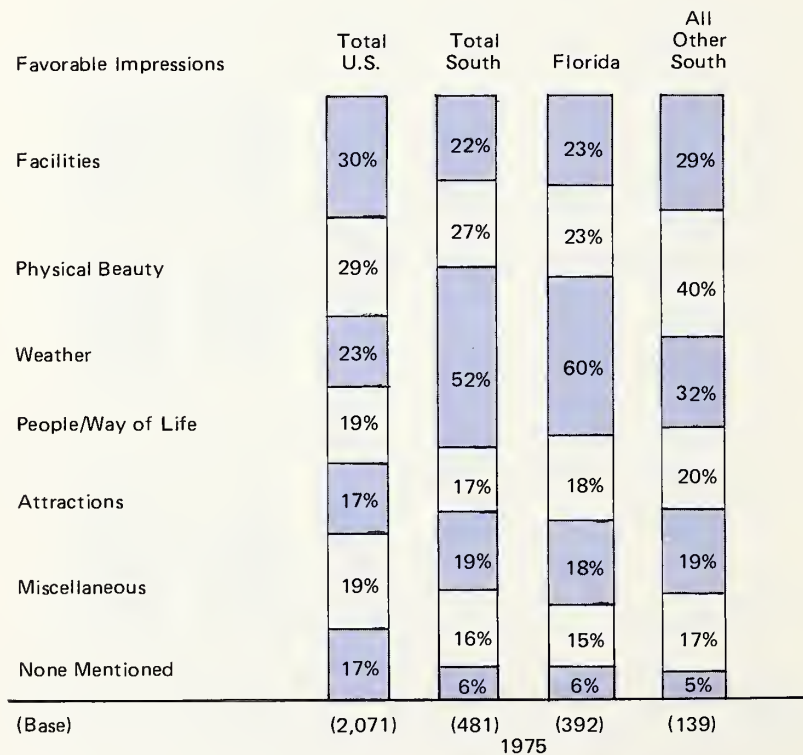
### i) Favorable Impressions of the U.S.

Because of the popularity of the region as a winter destination, it is no surprise that the weather experienced in The South was indicated to be the most favorable impression of the region among Canadian vacationers. Over half (52%) reported the climate and warm, sunny weather as being among their most favored memories. These appeals were a significantly more important part of The South's vacation product than they were for the U.S. as a whole (23%).

Other favorable impressions of The South among Canadian visitors were the region's physical beauty (27% - including the beaches, the ocean, and the scenery in general), and a variety of specific attractions (19%).

While Florida's promise of good weather appeared to be a more important asset to that state than it was to other areas in The South, Canadians visiting the non-Florida portion of the region were considerably more attracted to its physical beauty (40% for other states as compared to only 23% for Florida).

Chart 26  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY FAVORABLE IMPRESSION OF THE U.S.



Note: Totals add to more than 100% due to multiple responses



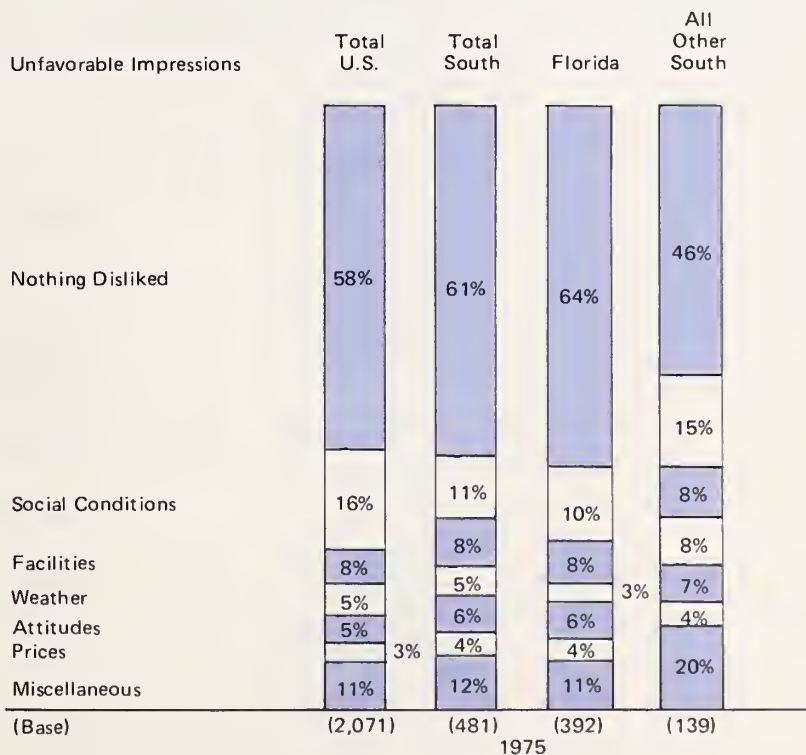
## j) Unfavorable Impressions of the U.S.

Most Canadians (58%) did not recall any unfavorable aspects of their recent trip to the U.S. Among those who did, however, "social conditions" were the most commonly cited (16%). These were primarily city-related and typically ranged from complaints of "dirtiness" and "too much smog" to problems concerning "traffic" and "violence".

Comments on The South reflected this national reaction. An even higher proportion (61%) could not recall any unfavorable impressions; but among those who did, social conditions were also the most prominent, albeit at a lower level of 11%.

While Canadians visiting Florida were, if anything, even less critical - - (64% had no unfavorable impressions), other areas in The South were subject to a considerably higher complaint level. Only 46% of Canadians visiting the other states in The South had no unfavorable comments; while among those who did, 15% mentioned a variety of social conditions, and 20% cited a number of miscellaneous annoyances. In addition, 8% were disappointed with the weather, compared to only 3% of Florida's Canadian visitors whose vacation impressions were clouded in this way.

Chart 27  
CANADIAN VACATION TRIPS TO THE SOUTH IN 1975  
BY UNFAVORABLE IMPRESSION OF THE U.S.



Note: Totals add to more than 100% due to multiple responses

# APPENDICES

## Appendix A

### DEFINITION OF UNITED STATES AND CANADIAN REGIONS

#### U.S. REGIONS

##### 1. NEW ENGLAND

Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont

##### 2. EASTERN GATEWAY

New Jersey  
New York

##### 3. GEORGE WASHINGTON COUNTRY

Delaware  
District of Columbia  
Maryland  
Pennsylvania  
Virginia  
West Virginia

##### 4. THE SOUTH

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee

##### 5. GREAT LAKES COUNTRY

Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Ohio  
Wisconsin

##### 6. MOUNTAIN WEST

Colorado  
Montana  
Nebraska  
North Dakota  
South Dakota  
Utah  
Wyoming

##### 7. FRONTIER WEST

Arizona  
Kansas  
Missouri  
New Mexico  
Oklahoma  
Texas

##### 8. FAR WEST

Alaska  
California  
Idaho  
Nevada  
Oregon  
Washington

##### 9. ISLANDS

American Samoa  
Guam  
Hawaii  
Puerto Rico  
Virgin Islands

#### CANADIAN REGIONS

##### ATLANTIC PROVINCES

Newfoundland  
Prince Edward Island  
Nova Scotia  
New Brunswick

##### QUEBEC

##### ONTARIO

##### PRAIRIE PROVINCES

Manitoba  
Saskatchewan  
Alberta

##### BRITISH COLUMBIA

##### Other

Yukon/N.W.T.

## DEFINITION OF TERMS

The definitions used in the study were as follows:

**"Vacation"** defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

**"Vacation trip"** essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

# Appendix B

Appendix B-I

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

(Regional Data Prorated to Equal 100%)

Regions and States	Base (Trips)		Estimated Household Trips		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$million)		Percent of total Canadian vacation expenditures	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	238,000	309,000	392,000	527,000	15%	16%	\$46	\$57	7%	7%
(Maine) . . . . .	(145)	(206)	105,000	156,000	183,000	264,000	7	8	22	30	3	4
(Massachusetts) . . . . .	(90)	(106)	66,000	93,000	105,000	132,000	4	4	15	18	2	2
Eastern Gateway . . . . .	(239)	(365)	190,000	316,000	313,000	527,000	12	16	55	79	9	10
(New York) . . . . .	(195)	(268)	161,000	227,000	261,000	362,000	10	11	42	61	7	8
(New Jersey) . . . . .	(58)	(108)	42,000	96,000	78,000	165,000	3	5	18	24	3	3
George Washington Country . . . . .	(106)	(104)	84,000	79,000	131,000	131,000	4	4	27	27	4	3
The South . . . . .	(334)	(481)	287,000	409,000	444,000	658,000	17	20	166	217	26	28
(Florida) . . . . .	(263)	(392)	220,000	338,000	366,000	560,000	14	17	138	199	22	26
Great Lakes Country . . . . .	(199)	(224)	178,000	209,000	288,000	330,000	11	10	46	51	7	7
Mountain West . . . . .	(114)	(168)	101,000	143,000	183,000	231,000	7	7	28	48	4	6
Frontier West . . . . .	(64)	(48)	62,000	51,000	105,000	66,000	4	2	30	28	5	4
Far West . . . . .	(431)	(441)	376,000	380,000	575,000	626,000	22	19	136	152	22	20
(California) . . . . .	(175)	(194)	164,000	162,000	235,000	264,000	9	8	81	94	13	12
(Washington) . . . . .	(189)	(195)	147,000	156,000	261,000	264,000	10	8	29	37	5	5
U.S. Islands . . . . .	(139)	(144)	103,000	115,000	157,000	165,000	6	5	91	105	14	14
U.S. Unspecified . . . . .	(28)	(43)	25,000	35,000	26,000	33,000	1	1	6	13	2	2
Total U.S. Mainland . . . . .	(1,588)	(1,937)	1,541,000	1,931,000	2,457,000	3,129,000	94	95	540	672	86	86
Total U.S. . . . .	(1,711)	(2,071)	1,644,000	2,046,000	2,614,000	3,294,000	100%	100%	631	777	100%	100%

\* See note on Page 3  
(Canadian Arrivals)

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Regions and States	Base (Trips)		Average number of adults on trip		Average number of adults from own household		Average number of nights spend in U.S.	
	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	2.53	3.06	1.65	1.68	8.2	8.6
(Maine) . . . . .	(145)	(206)	2.73	3.12	1.71	1.73	7.5	8.7
(Massachusetts) . . . . .	(90)	(106)	2.26	2.84	1.51	1.58	10.1	11.0
Eastern Gateway . . . . .	(239)	(365)	2.38	2.71	1.66	1.61	8.2	9.3
(New York) . . . . .	(195)	(268)	2.24	2.58	1.64	1.58	7.7	9.0
(New Jersey) . . . . .	(58)	(108)	2.75	3.06	1.71	1.69	11.6	9.8
George Washington Country . . . . .	(106)	(104)	2.55	2.70	1.63	1.74	13.9	11.1
The South . . . . .	(334)	(481)	2.48	2.78	1.60	1.62	17.5	19.7
(Florida) . . . . .	(263)	(392)	2.21	2.72	1.63	1.62	18.6	21.1
Great Lakes Country . . . . .	(199)	(224)	2.31	2.84	1.67	1.52	9.2	13.6
Mountain West . . . . .	(114)	(168)	2.26	2.52	1.78	1.67	9.3	9.8
Frontier West . . . . .	(64)	(48)	2.18	2.81	1.51	1.48	15.7	28.2
Far West . . . . .	(431)	(441)	2.11	2.49	1.52	1.60	11.6	12.6
(California) . . . . .	(175)	(194)	1.95	2.39	1.47	1.58	16.8	18.1
(Washington) . . . . .	(189)	(195)	2.25	2.30	1.71	1.73	8.2	9.8
U.S. Islands . . . . .	(139)	(144)	2.39	3.06	1.51	1.50	15.3	12.7
U.S. Unspecified . . . . .	(28)	(43)	2.65	2.76	1.68	1.50	14.2	12.8
Total U.S. Mainland . . . . .	(1,588)	(1,937)	2.36	2.73	1.60	1.61	11.3	12.2
Total U.S. . . . .	(1,711)	(2,071)	2.36	2.76	1.59	1.61	11.5	12.2



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	\$303	\$365	\$37	\$42	\$120	\$119	\$15	\$14
(Maine) . . . . .	(145)	(206)	345	382	46	42	126	122	17	13
(Massachusetts) . . . . .	(90)	(106)	326	397	32	36	144	140	14	13
Eastern Gateway . . . . .	(239)	(365)	392	453	48	48	165	167	20	18
(New York) . . . . .	(195)	(268)	350	444	45	48	156	172	20	19
(New Jersey) . . . . .	(58)	(108)	591	489	51	49	215	160	19	16
George Washington Country . . . . .	(106)	(104)	544	570	39	54	213	211	15	20
The South . . . . .	(334)	(481)	910	870	52	55	367	313	21	20
(Florida) . . . . .	(263)	(392)	895	1,023	48	54	405	376	22	20
Great Lakes Country . . . . .	(199)	(224)	376	489	41	37	163	172	18	13
Mountain West . . . . .	(114)	(168)	408	543	44	59	181	215	19	23
Frontier West . . . . .	(64)	(48)	727	1,118	46	41	333	398	21	15
Far West . . . . .	(431)	(441)	545	671	47	57	258	269	22	23
(California) . . . . .	(175)	(194)	738	899	44	55	378	376	23	23
(Washington) . . . . .	(189)	(195)	309	465	38	55	137	202	17	24
U.S. Islands . . . . .	(139)	(144)	1,350	1,531	88	122	565	500	37	40
U.S. Unspecified . . . . .	(28)	(43)	420	798	30	64	158	289	11	23
Total U.S. Mainland . . . . .	(1,588)	(1,937)	518	592	46	52	219	217	19	19
Total U.S. . . . .	(1,711)	(2,071)	570	651	50	57	242	236	21	21

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Expenditures in U.S. only:																
Total	(1,711)	(2,071)	\$570	\$651	\$242	\$236	\$50	\$57	\$21	\$21	11.5	12.2	2.36	2.76	1.59	1.61
Residence:																
Atlantic Provinces	(63)	(180)	373	581	170	210	40	58	18	21	9.3	9.6	2.20	2.77	1.53	1.75
Quebec	(431)	(545)	515	581	197	186	41	50	16	16	12.6	12.8	2.61	3.13	1.66	1.65
French Quebec	(271)	(403)	624	588	222	176	49	53	17	16	12.7	12.6	2.81	3.34	1.72	1.69
English Quebec	(95)	(142)	515	564	259	215	48	44	24	17	10.7	13.5	1.99	2.62	1.49	1.55
Ontario	(673)	(738)	589	656	250	248	53	56	23	21	11.1	12.5	2.36	2.68	1.52	1.58
Prairies	(263)	(277)	516	722	247	252	45	64	22	22	11.4	11.7	2.09	2.87	1.50	1.55
British Columbia	(270)	(319)	624	723	318	333	58	69	29	32	10.8	11.9	1.96	2.17	1.47	1.61
City of residence:*																
Vancouver	(166)	(181)	652	763	--	332	62	71	--	31	10.5	11.8	--	2.30	1.38	1.69
Calgary/Edmonton	(80)	(60)	695	958	--	352	58	82	--	30	12.0	11.5	--	2.72	1.44	1.32
Winnipeg	(62)	(64)	477	641	--	283	31	44	--	19	15.3	16.0	--	2.26	1.38	1.69
Toronto	(254)	(290)	515	617	--	260	51	47	--	20	10.1	13.9	--	2.37	1.48	1.50
Montreal	(206)	(305)	599	608	--	205	40	52	--	18	15.1	12.4	--	2.97	1.57	1.63
English	(67)	(101)	419	596	--	231	31	48	--	19	10.7	12.9	--	2.58	1.49	1.54
French	(86)	(173)	815	629	--	195	44	57	--	18	18.6	11.7	--	3.22	1.68	1.68
Other	(53)	(31)	459	540	--	181	31	39	--	13	14.8	14.9	--	2.98	1.30	1.65
Community size:																
Urban	(1,490)	(1,727)	557	648	249	241	50	56	21	21	11.7	12.2	--	2.69	--	1.60
Rural	(218)	(344)	455	672	193	211	45	65	19	20	10.2	12.3	--	3.19	--	1.66

\* Data have limited value due to small sample sizes  
 -- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Sex:																
Male . . . . .	(792)	(944)	\$624	\$664	\$264	\$241	\$55	\$60	\$23	\$22	11.3	11.7	--	2.75	--	1.63
Female . . . . .	(916)	(1,127)	519	639	220	232	45	55	19	20	11.6	12.7	--	2.76	--	1.59
Age:																
18 to 29 . . . . .	(505)	(626)	519	605	220	210	50	56	21	19	10.5	10.6	--	2.91	--	1.43
30 to 39 . . . . .	(323)	(401)	604	623	256	238	63	69	27	26	9.6	9.3	--	2.62	--	1.69
40 to 49 . . . . .	(341)	(337)	572	706	242	263	60	74	25	28	9.5	9.7	--	2.68	--	1.90
50 and over . . . . .	(537)	(707)	601	696	255	256	41	47	17	17	14.8	16.7	--	2.72	--	1.61
Language:																
French Quebec . . . . .	(224)	(405)	634	588	269	176	48	53	21	16	13.1	12.6	--	3.34	--	1.69
Rest of Canada . . . . .	(433)	(1,666)	557	665	236	254	50	58	21	22	11.2	12.2	--	2.62	--	1.59
Marital status:																
Single . . . . .	(461)	(425)	539	622	228	211	45	54	19	18	12.0	11.5	--	2.95	--	1.22
Married . . . . .	(1,010)	(1,480)	590	679	250	250	56	62	24	23	10.5	12.2	--	2.72	--	1.89
Separated/Widowed/																
Divorced . . . . .	(236)	(166)	550	573	233	225	39	42	16	16	14.3	14.1	--	2.55	--	1.12
Family composition:																
Adults only . . . . .	(1,064)	(1,104)	582	679	247	245	46	52	20	19	12.6	14.5	--	2.77	--	1.52
Have children under 18 . . . . .	(644)	(967)	551	617	233	225	57	67	24	24	9.7	9.2	--	2.74	--	1.73
Socio economic level:																
Upper . . . . .	(497)	(677)	692	766	102	276	65	66	10	24	10.6	12.7	--	2.78	--	1.74
Upper middle . . . . .	(371)	(453)	628	737	266	262	52	60	22	21	12.0	12.2	--	2.81	--	1.66
Middle . . . . .	(343)	(380)	467	546	198	198	45	54	19	20	10.3	11.3	--	2.76	--	1.52
Lower middle . . . . .	(274)	(349)	477	608	202	225	37	54	16	20	12.9	12.3	--	2.70	--	1.51
Lower . . . . .	(224)	(212)	504	421	214	157	40	37	17	14	12.5	12.7	--	2.69	--	1.46

-- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)			Total trip expenditures \$			Total trip expenditures per adult (\$)			Daily trip expenditures by vacation party (\$)			Daily trip expenditures per adult (\$)			Average No. of nights spent			Average No. of adults on trip			Average No. of adults from own household		
	1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975	
Occupation:																								
Prot./Sales/White collar . . . . .	(758)	(905)		\$600	\$690		\$254	\$259		\$56	\$65		\$24	\$24		10.8	11.3		--	2.66		--	1.61	
Skilled labor . . . . .	(382)	(590)		551	619		233	218		59	62		25	22		9.3	10.0		--	2.84		--	1.70	
Unskilled labor . . . . .	(103)	(100)		532	486		225	181		53	51		22	19		10.1	9.4		--	2.68		--	1.60	
Farmer . . . . .	(37)	(68)		377	933		160	315		34	93		14	31		11.2	18.7		--	2.96		--	1.68	
Student . . . . .	(50)	(36)		384	563		163	275		33	44		14	21		11.6	13.3		--	2.05		--	1.28	
Retired/Pensioned . . . . .	(180)	(240)		607	713		257	229		38	42		16	14		15.8	19.1		--	3.11		--	1.76	
Other . . . . .	(155)	(105)		592	571		251	211		37	32		15	12		16.2	17.4		--	2.71		--	1.15	
Education completed:																								
University . . . . .	(248)	(254)		516	636		219	247		50	59		21	23		10.4	10.9		--	2.58		--	1.56	
Technical/Preparatory . . . . .	(151)	(176)		672	684		285	275		49	55		21	22		13.6	13.6		--	2.49		--	1.59	
High school . . . . .	(432)	(514)		619	674		262	265		54	55		23	22		11.4	12.6		--	2.54		--	1.64	
Elementary school . . . . .	(120)	(130)		694	543		294	172		42	45		18	14		16.5	14.2		--	3.15		--	1.56	
Accommodation:																								
Owned . . . . .	(1,052)	(1,451)		578	672		245	237		52	62		22	22		11.2	12.1		--	2.83		--	1.70	
Rented . . . . .	(637)	(620)		568	616		241	235		47	51		20	19		12.0	12.5		--	2.62		--	1.44	
Type of dwelling:																								
Detached/Semi-Detached . . . . .	(1,107)	(1,500)		580	670		246	244		53	62		23	23		10.9	11.9		--	2.75		--	1.67	
Town house/Other attached house . . . . .	(211)	(230)		602	631		255	191		51	46		21	14		11.9	14.0		--	2.30		--	1.57	
Apartment . . . . .	(359)	(297)		513	628		217	253		39	52		16	21		13.2	12.4		--	2.48		--	1.39	
Other . . . . .	(32)	(44)		718	393		304	170		71	34		30	15		10.1	11.8		--	2.31		--	1.66	

-- not available



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Purpose of trip:	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Purpose of trip:																
Visiting friends . . . . .	(572)	(311)	\$309	\$524	\$153	\$239	\$30	\$46	\$15	\$21	10.3	12.9	2.02	2.19	1.54	1.56
Visiting relatives . . . . .		(493)		421	178		37		16			12.7	2.36		1.63	
Staying at a vacation spot . . . . .																
City sightseeing/shopping . . . . .	(637)	(891)	788	817	314	287	62	67	25	24	12.6	13.3	2.51	2.85	1.66	1.67
Rural activities . . . . .	(391)	(742)	617	713	243	256	61	63	24	23	10.1	12.0	2.54	2.79	1.62	1.66
Other . . . . .	(446)	(628)	548	702	219	233	53	54	21	18	10.4	13.7	2.50	3.01	1.61	1.62
	(358)	(370)	624	669	242	225	57	58	22	20	11.0	11.8	2.58	2.97	1.55	1.52
Purpose of trip and season:																
June to September:																
Visiting friends/relatives . . . . .	(313)	(364)	295	378	135	149	36	39	17	15	8.1	10.2	2.18	2.54	1.62	1.67
Staying at a vacation spot . . . . .																
City sightseeing . . . . .	(313)	(423)	552	522	208	186	52	53	20	19	10.6	10.0	2.65	2.81	1.65	1.75
Rural activities . . . . .	(211)	(359)	503	527	193	192	61	58	24	21	8.2	9.4	2.61	2.75	1.62	1.70
Other . . . . .	(278)	(371)	405	536	159	184	45	51	18	17	9.0	10.6	2.55	2.92	1.66	1.67
	(175)	(185)	567	479	216	162	58	51	22	17	9.7	9.6	2.63	2.95	1.55	1.55
October to May:																
Visiting friends/relatives . . . . .	(259)	(330)	327	553	179	263	25	45	14	21	12.9	14.1	1.83	2.10	1.44	1.51
Staying at a vacation spot . . . . .																
City sightseeing . . . . .	(323)	(468)	1,023	1,068	432	371	70	75	29	26	14.7	15.8	2.37	2.88	1.67	1.61
Rural activities . . . . .	(181)	(383)	753	890	307	314	61	66	25	23	12.3	14.3	2.45	2.83	1.61	1.63
Other . . . . .	(168)	(257)	778	962	323	305	61	56	25	18	12.8	18.3	2.41	3.15	1.53	1.56
	(183)	(185)	685	870	271	291	56	62	22	21	12.3	14.0	2.53	2.99	1.54	1.49
Main mode of transport:																
Car . . . . .	(826)	(1,219)	427	510	167	178	44	51	17	18	9.7	11.1	2.56	2.87	1.77	1.71
Plane . . . . .	(660)	(606)	811	963	403	378	58	74	29	23	13.9	13.5	2.01	2.55	1.42	1.45
Bus . . . . .	(150)	(124)	455	540	195	205	43	46	18	17	10.7	17.1	2.33	2.63	1.41	1.32
Train . . . . .	(17)	(23)	383	372	180	182	31	20	15	10	12.4	12.6	2.13	2.04	1.47	1.54
Motor camper . . . . .	(40)	(96)	437	596	140	229	42	41	13	16	10.4	15.8	3.13	2.60	1.69	1.89
Other . . . . .	(50)	(55)	646	545	201	144	49	39	15	10	13.1	13.2	3.21	3.78	1.43	1.48



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
<b>Month trip started:</b>																
December to March . . . .	(436)	(560)	\$567	\$1,009	\$405	\$374	\$55	\$63	\$26	\$23	15.6	17.7	2.14	2.70	1.57	1.54
April to May . . . . .	(173)	(216)	625	631	264	234	56	56	23	21	11.3	11.7	2.37	2.70	1.54	1.55
June to September . . . .	(871)	(1,060)	444	473	182	169	46	50	19	18	9.6	9.7	2.44	2.80	1.63	1.66
October to November . .	(229)	(235)	479	587	195	213	44	64	18	18	10.8	9.9	2.46	2.76	1.55	1.58
<b>Nights spend in U.S.:</b>																
1-5 . . . . .	(512)	(621)	245	241	103	83	74	75	31	26	3.3	3.3	2.39	2.90	1.63	1.59
6-11 . . . . .	(555)	(643)	535	590	220	217	68	76	28	28	7.9	7.8	2.43	2.72	1.57	1.64
12-17 . . . . .	(361)	(428)	880	997	373	350	63	72	27	25	13.9	14.0	2.36	2.85	1.61	1.63
18 and over . . . . .	(254)	(337)	934	1,096	432	438	29	35	13	14	32.1	33.1	2.16	2.50	1.50	1.54

Note: If the average number of persons per trip is not provided the national average of 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.





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